

Western Kentucky University  
**MUS 320 – Rock and Roll: Music for a New Generation**  
**3 credits – Summer 2021** (June 7<sup>th</sup>- June 25<sup>th</sup>)  
**Section B77 – DISTANCE LEARNING**

**Instructor's Name:** Dr. Matthew Herman

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**Official Course Description:** A study of the development of Rock and Roll as a musical style from the middle 1950's through the 1990's with an emphasis of listening and musical characteristics. Includes notable artists/bands, innovations and trends, cultural and social impacts and economic/political influences.

**Colonnade K-SC**

**Course Prerequisites:** 21 hours of Foundations & Explorations courses, or junior status.

**\*\*\*Students should make sure to read the introduction information under the contents and assignments as soon as you log on to the class. It is your responsibility to be familiar with this information as well as the due dates for the assessments.\*\*\***

**MUS 320: Rock and Roll - Student Learning Outcomes**

Through this course, and within the scope and context of rock music history (1950's-1990), students should:

- be aware of a variety of musical genres, styles and specific works/artists
- understand musical works as human expressions within a social context, including the development of self in relation to others and society
- be aware of the social, political and cultural landscape that influenced the development of musical trends, and vice versa; as well as the diverse values that form civically and informed members of society
- appreciate and understand how rock/popular music evolved from inception to its current form(s)
- respond critically, both orally and in writing, to musical works
- understand the aesthetic principles of music: rhythm, melody, harmony, form, etc.
- be able to use evidence to develop informed opinions and arguments, and evaluate solutions to real-world social and cultural problems related to rock and roll.

**Learning Objectives for Colonnade Program:** This course fulfills the Colonnade Program's requirements for the Social and Cultural subcategory of the Connections Category. As part of that program, MUS 320 also has the following learning objectives:

Through this course students will develop the ability to:

- Analyze the development of individual musical artists in relation to their peers, audiences, and the broader society of the time.
- Examine how musical trends and innovations influence, and reflect, the diverse values of citizens and society at the time (particularly through the 1960's).

- Evaluate solutions to real-world social and cultural problems, including race relations, celebrity image, and economic impact, as related to music of both the past and present.
- Demonstrate skills in argumentation and the use of evidence within the context of the course in class discussion, oral presentation, and written conclusions.

### **Major Course Topics:**

The course will concentrate on a) The development of an attentive style of listening, b) The introduction and systematic study of the building blocks of music, and c) Enhancing awareness of the main musical styles of selected western and non-western cultures. Additional goals include the following:

- 1) To help students become more familiar with rock and roll music.
- 2) To identify the fundamentals of music and how they are used to craft musical compositions.
- 3) To recognize standard literature in the rock and roll music repertoire.
- 4) To distinguish among different musical styles.
- 5) To connect American (and World) history with the history of musical development.
- 6) To understand the interconnectedness of the arts with politics and society.
- 7) To sharpen listening skills.

### **Required Course Materials:**

*OnMusic: Rock*, 3rd Edition

<https://store.connect4education.com/product/onmusic-rock-3rd-edition/>

Click “Accept” at the bottom to go to purchase the access code to the online content. You will need to have a valid Master Card, Visa, Discover or American Express Card to purchase the access code. Once you have registered, be sure to bookmark the webpage.

**Note:** Blackboard will NOT be used for your readings, assignments, or quizzes. All course content will be provided through Connect 4 Education. Blackboard will only be used for announcements and the electronic gradebook. To participate in class, always go to [www.connect4education.com](http://www.connect4education.com).

### **Personal computer with Internet access**

If you are planning on viewing your online course from home, you'll need to obtain Internet access through a commercial Internet Service Provider (ISP).

**Note:** It is very important that you sign up with a service provider as soon as possible. Set up time may take as long as 2-3 weeks and you will need to have a fully operational account before the course starts in full force. The Comprehensive List of Internet Service Providers gives you many options for choosing an Internet Service Provider.

### **Personal e-mail account**

You must have an e-mail address prior to starting the class, preferably a WKU student e-mail address. If you do not have a WKU e-mail account, you may use an outside e-mail account for this online course. Remember that you will need an ISP (Internet Service Provider) to access classes off-campus.

*NOTE: You will need your own e-mail account to participate in the course. You will not be able to use accounts belonging to other students because of the confusion this causes.*

**FREE e-mail:** If you do not already have an e-mail account, you can get a free e-mail account through one of the many providers that offer this service nowadays. For a complete listing, consult the Free E-mail Address Directory.

### **Grading**

Project 1 - Singles	5%	A	90-100%
Project 2 - Interviews	5%	B	80-89%
Project 3 – Artist Paper	12%	C	70-79%
Midterm Exam	20%	D	60-69%
Final Exam	20%	F	0-59%
Lesson Quizzes	38%		
(each quiz worth 1%)			

*\*See Connect 4 Education website for course outline and due dates.*

### **Description of Course Assignments:**

*NOTE: You will not find these projects on the Connect For Education website, because they are custom assignments required at WKU only. Please carefully read the descriptions below, and use them to create your projects successfully.*

1. **Project 1 - Singles:** Each student will present a single song (under 5min) of their choice. Obscure songs are okay, as long as the song was publicly released, and as long as you can find out the required information. As part of your presentation please discuss the following: title, performing artist, writer, producer, album, recording or release date, chart information (if known or available), internet presence, and any other interesting facts or information about the song. Most importantly tell me why this song is interesting or important to YOU. Since this an online course your presentation should be uploaded to YouTube and the link to the video along with a written copy of your information should be emailed directly to Dr. Herman. There is no need to play your song on camera – just film yourself talking about it.
2. **Project 2 - Interviews:** Using the following questions (and any you would like to add) interview two people from older generations who went to high school BEFORE 1985. Try to find individuals from different generations, for instance one who grew up in the 1960's and one who grew up in the 1970's. Since many musical trends happened in different parts of the country, choosing people from different geographic backgrounds is also recommended.

The interviews may be done in the format of your choice, based on your own personal circumstances. For instance, you can do it in person, over the phone (with a recorder), through the mail (if time allows), or via email. A live interview is preferred because a two-way conversation can lead into many different directions that will stimulate new and interesting questions. Before starting, be sure to introduce yourself and explain the circumstances around the interview (meaning it is a project for a rock music class). The turned in project should be written down in a question and answer format, like in a magazine, and emailed directly to Dr. Herman.

**Interview Questions (you are welcome to add your own):**

1. Where (city/state), and in what year, did you graduate from high school?
  2. What kind of music was popular during those years? Do you remember specific artists or groups that made an impact on your high school years?
  3. How much did you pay for an album? a single? When you bought music did you generally buy the whole album or just the single?
  4. How did you hear about new music? Radio, TV, magazines, friends?
  5. Did you attend any live concerts? Can you describe what those were like at the time? Cost, length, security, beverage availability, etc.
  6. What kind of music did your parents listen to or like?
  7. How did they (your parents) feel about the music you were listening to?
  8. What, if anything, was considered controversial about the popular music of the time?
  9. What kind of musical, social or cultural trends did you see popular music as you grew older? Did you like what was happening?
  10. Are you familiar with the popular music of today in 2017? If yes, which artists/bands do you enjoy why? If no, can you pinpoint when and why you lost interest in the current popular music?
  11. Is the music you enjoyed growing up still the music you enjoy listening to today? Would you collect your favorite? Think you genuinely love the music or is it more about nostalgic memories? If he answers no, why don't you like the music anymore?
  12. Are there any other comments you would like to make about rock music in your personal experiences/backgrounds with it?
3. **Project 3 - Artist Paper:** Each student will write a 4-6 page paper on a specific artist or band. The artist may be selected by the student but needs to meet the following criteria: 1) they recorded and released at least three different albums; 2) they first appeared/recorded before 1990, but not before 1960 (artists from the 70's and 80's are preferred); and 3) Dr. Herman must approve your artist before you begin your project.

This is a research paper (using standard fonts, size and form) and you are encouraged to use any and all resources available to you. While you are not required to provide footnotes, a standard bibliography that lists all sources (including time stamped web sites) should be included. Before getting Dr. Herman's approval it is recommended that you do some preliminary research to make sure there is enough information available on your artist. You may also want to have a short list of other artists that interest you since the first artist you selected might not be approved for your report.

The paper should be a historical perspective that discusses the following: Where and when did the artist get started? Who are/were their musical influences? A brief career description including relevant awards, concerts, special appearances, turning points, record labels and/or producers. A discussion of any relevant non-musical issues such as image, politics, behavior/arrests, or personal relationships. Does the artist fit into a specific style or trend? Were they innovative in moving in new directions? Did they, in turn, influence the next generation? Why should this artist be included in musical history books? Proofread for grammar, sentence structure, and writing style. When completed, you should email your paper directly to Dr. Herman.

4. **Mid-Term Exam:** Summative written assessment of content knowledge.
5. **Final Exam:** Summative written assessment of content knowledge.
6. **Lesson Quizzes:** Quizzes to assess reading comprehension for each lesson.

## **Instructional Procedures**

*OnMusic: Rock* is offered using the incredible resources of the World Wide Web (WWW) for learning purposes. This format has challenged many traditionally held assumptions about teaching and learning. I will not go into the many ways this has happened. I will, rather, let this exciting adventure unfold and reveal its lessons to all of you. There will be no lectures in this course. Actually, we will be at the opposite pole of the lecture paradigm. In this course, you are expected to communicate constantly with your classmates via electronic mail and Discussion Forums, and to cooperatively learn concepts, solve problems, and complete projects. This will be a major component of the learning experience.

This is a fully paperless class. All course materials will be accessed electronically. Email and Discussion Forums will be the main source of information and interaction among us. However, you must be fully conscious that despite its present state of sophistication, computer technology is, for many reasons, quite immature. Expect to encounter many hurdles along the way. Don't be frustrated by them. Learn from your shortcomings and those of the technologies that we will be using.

**Attendance and Participation Policy:** Since this is an online course, students are expected to be aware of assignment deadlines and complete assignments and exams in a timely manner. Since each day's material is quite extensive students should complete them **on the day they were assigned**. Students who fall behind will find it difficult to catch up on the assessments assigned for each day. Deadlines are set to help students finish the course by the end of the summer term. Extensions **will not** be given to complete the course.

### **Important!**

The instructor may make changes to the syllabus and/or course work due dates during the session. It is the student's responsibility to stay informed of these changes.

**The Office for Student Disability Services:** In compliance with University policy, students with disabilities who require academic and/or auxiliary accommodations for this course must contact the Student Accessibility Resource Center located in Downing Student Union, 1074. SARC can be reached by phone number at 270-745-5004 [270-745-3030 TTY] or via email at [sarc.connect@wku.edu](mailto:sarc.connect@wku.edu). Please do not request accommodations directly from the professor or instructor without a faculty notification letter (FNL) from The Student Accessibility Resource Center.

**Statement of Diversity:** We believe that diversity issues are of major import to student and school success. We fundamentally believe in and support the value of heterogeneous groups and the richness of benefits when students are involved with diverse populations, settings, and opinions. This course is designed on the basic assumption that learning is something we all actively engage in by choice and personal commitment. The format of this class will be a community of scholars, each with their rights and responsibilities of membership. We will not tolerate immoral, illegal, or unethical behavior or communication from one another, and we will respect one another's rights to differing opinions.

**Plagiarism:** To represent written work taken from another source as one's own is plagiarism. Plagiarism is a serious offense. The academic work of a student must be his/her own. One must give any author credit for source material borrowed from him/her. To lift content directly from a source without giving credit is a flagrant act. To present a borrowed passage without reference to the source after having changed a few words is also plagiarism. Students who commit plagiarism or any other act of academic dishonesty will receive a failing grade for the

course and may be subject to dismissal from the program. Student work may be subject to review and checks using plagiarism detection software.

### **Sexual Misconduct Assault Policy:**

*Western Kentucky University (WKU) is committed to supporting faculty, staff and students by upholding WKU's Title IX Sexual Misconduct/Assault Policy (#0.2070) at <https://wku.edu/eoo/documents/titleix/wkutitleixpolicyandgrievanceprocedure.pdf> and*

*Discrimination and Harassment Policy (#0.2040) at [https://wku.edu/policies/hr\\_policies/2040\\_discrimination\\_harassment\\_policy.pdf](https://wku.edu/policies/hr_policies/2040_discrimination_harassment_policy.pdf).*

*Under these policies, discrimination, harassment and/or sexual misconduct based on sex/gender are prohibited. If you experience an incident of sex/gender-based discrimination, harassment and/or sexual misconduct, you are encouraged to report it to the Title IX Coordinator, Andrea Anderson, 270-745-5398 or Title IX Investigators, Michael Crowe, 270-745-5429 or Joshua Hayes, 270-745-5121.*

*Please note that while you may report an incident of sex/gender based discrimination, harassment and/or sexual misconduct to a faculty member, WKU faculty are "Responsible Employees" of the University and **MUST** report what you share to WKU's Title IX Coordinator or Title IX Investigator. If you would like to speak with someone who may be able to afford you confidentiality, you may contact WKU's Counseling and Testing Center at 270-745-3159.*

### **Technical Support**

#### **Technical Support Hours: Monday through Friday 9AM-6PM Eastern Time**

If you encounter a technical problem in the course, please visit the [Student Support](#) website. A majority of the technical problems can be resolved quickly by visiting the [Student Support](#) site. It's highly recommended you try the *Frequently Asked Questions* link first. If you're unable to find a resolution to your problem, please contact Connect for Education's Technical Support by email or phone. All email inquiries are responded to within 24 hours during support hours. If you do not receive a response within 24 hours, please send another email or call.

**NOTE:** Dr. Herman is not equipped to answer questions related to technical difficulties, nor is he capable of providing technical support for web-based issues. Please always use the Student Support website when encountering technical problems.