

THE HISTORY OF MOTOWN PAGE 1



What do you know about the music company Motown? Circle the options which you think are correct in these statements:

- 1 Berry Gordy Junior started Motown **50 / 60 / 70** years ago.
- 2 The company's headquarters are in **Detroit / New York City / Chicago**.
- 3 **The Jacksons / The Miracles / The Temptations** had Motown's first big hit in 1960.

Listen to the first part of the report and check your ideas.

Listen to the next part of the report and say whether these statements are true or false :

- Berry Gordy got his idea for the 'hit factory' from working for the Ford Motor Company.
- The name "Motown" is a form of New York's nickname the "Motor City".
- Gordy's quality control system at Motown was like a similar system used in car factories.
- Motown taught artists how to sing, dance, walk, talk and dress.
- Motown's sound was influenced by rock, pop and jazz.
- The Supremes had a huge hit with "Where Did Our Love Go?" in 1974.

Listen to the next part of the report and make notes on what made Motown so successful.

Listen to the next part of the report and make notes on some of the problems Motown had.

Listen to the final part of the report and answer these questions:

- 1 Where were Motown's headquarters moved to in 1972?
- 2 When did The Jackson Five have their first number one?
- 3 How long did Marvin Gaye work for Motown?
- 4 How old was Stevie Wonder when he first signed for Motown?
- 5 What did Berry Gordy say Motown had lost when he sold the company?

Try to complete these lyrics from the songs heard in the programme. Then listen again and check your ideas.

Akon - Freedom

Everything I have, everything I own
All my _____ man you already know
I wanna be free, I wanna be free
From Senegal West Africa
To St. Louis, Missouri
Thanks to Catherine Dana
For giving my pops his glory
He came down with his drum
And a dream to change the _____

In a free uplifting world
And that's all he ever wanted
Mom came a little after
Gave birth to my _____
Then all of the pressure
Made them fight one another
See, the pain would never last
Did the _____ with what they had
He knew the world was up for grabs
And he searched to find his freedom, freedom...

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Miracles – Shop Around

And then she said
Just because you've become a young man now
There's still some things that you don't
_____ now
Before you ask some girl for her hand now
Keep your freedom for as long as you can now
My mama told me you better _____ around
You better shop around
There's some things that I want you to know
now
As just as sure as the wind's gonna blow now
The _____ come and the women
gonna go now
Before you tell them that you love them so now
My mama told me you better shop around



Supremes - Where Did Our Love Go?

Baby, baby, baby don't leave me
Oh, please don't _____ me all by myself
I've got this burning, burning, yearning feeling
inside me
Ooh, deep inside me and it hurts so bad
You came into my _____ (baby, baby)
so tenderly
With a burning love (baby, baby) that stings like
a bee (baby, baby)

Now that I surrender (baby, baby) so helplessly
You now wanna leave (baby, baby) ooh, you
wanna leave me (baby, baby)
Ooh, baby, baby, where did our _____ go?

Temptations - Ain't Too Proud to Beg

I know you wanna leave me but I refuse to let
you go
If I have to beg and plead for your _____
I don't mind cause you mean that much to me
Ain't too _____ to beg and you know it
Please don't leave me girl, don't you go
Ain't too proud to plead, baby, baby
Please don't _____ me, girl, don't you go



Gladys Knight - I Heard It through the Grapevine

I bet you're _____ how I knew
Baby, baby, baby about your plans to make me
blue
With some other girl you knew before
Between the two of us girls you know I love you
more
It took me by _____ I must say
When I found out yesterday
Don't you know that I heard it through the
grapevine
Not much longer would you be mine
Don't you know that I heard it through the
grapevine
And I'm just about, just about, just about to lose
my _____
Oh yes, I am, Oh yes, I am, Oh yes, I am

The Jackson Five - I Want You Back

When I had you to myself
I didn't want you around
Those pretty _____ always made you
Stand out in a crowd

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Then someone picked you from the bunch
One glance was all it took
Now it's much too late for me
To take a second look
Oh baby give me one more _____
To show you that I love you
Won't you please take me back in your heart
Oh darling I was blind to let you go
But now since I see you in his _____
I want you back
Yes I do now
I want you back
Oo oo baby
I want you back
Yeah, yeah, yeah



Marvin Gaye - What's Going On?

Mother, mother
There's too many of you _____
Brother, brother, brother
There's far too many of you _____
You know we've got to find a way
To bring some loving here today
Father, father
We don't need to escalate
You see, war is not the _____
For only love can conquer hate



Stevie Wonder - Superstition

Very superstitious, _____ on the wall
Very superstitious, ladders about to fall
Thirteen-month-old baby, broke the looking
glass
Seven years of bad luck, the good things in your
past
When you _____ in things that you
don't understand,
Then you _____
Superstition ain't the way



Martha and the Vandellas - Dancing in the Street

Calling out around the _____
Are you ready for a brand new beat?
Summer's here and the time is right
For dancing in the street
Oh, it doesn't matter what you _____
Just as long as you are there
So come on, every guy grab a girl
Everywhere around the world
There'll be _____
They're dancing in the street
This is an _____
Across the nation
A chance for folks to meet
There'll be laughing and singing and music
swinging
And dancing in the street
Philadelphia, P.A.
Baltimore and DC now
Can't forget the Motor City
All we need is music, sweet music
There'll be music _____

Discussion Which is your favourite Motown artist?

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Teacher's notes

Total pages 5 / student pages 3 / week of 08.06.09 / CD track 1 / low-intermediate+ (A2+)

Transcript

Part 1 American popular music changed forever 50 years ago when Berry Gordy Junior started a record company in Detroit, Michigan. It grew to become one of the most successful black-owned businesses in the United States. This week on our program, we explore the music of Motown. That was Universal Motown artist Akon singing the title song from his latest album, "Freedom." The company is now part of the Universal Music Group with headquarters in New York City. It observed Motown's 50th anniversary in January with ceremonies at the Motown Historical Museum in Detroit. The museum includes the original apartment and recording studio that Berry Gordy called "Hitsville, USA." The Rock and Roll Hall of Fame in Cleveland, Ohio is celebrating the record company's anniversary all year with a new exhibit "Motown: The Sound of Young America Turns Fifty." It is displaying instruments, clothing, programs, recordings and other objects from Motown's many successful singers and groups. One of these was the Miracles, led by singer Smokey Robinson. The group had Motown's first big hit in 1960, "Shop Around."

Part 2 Berry Gordy had worked in many jobs before starting Motown Records. He had written and sold a few songs. But he wanted more control over his product. He also wanted to create what he called a hit factory, an idea he got from working for the Ford Motor Company. He took other ideas from the American auto industry, too. The name "Motown," for example, is another form of Detroit's nickname, the "Motor City". And his quality control system at Motown was like a similar system in car factories. It included weekly meetings where company officials worked together to make recordings and marketing decisions. But Motown created more than records. It also designed the artists' live performances. And it taught them how to sing, dance, walk, talk and dress. Motown is known for its special sound that was influenced by jazz, gospel and rhythm and blues. It also used different sound effects. Motown's first recording studio included an echo chamber. This echo effect can be heard on the recording of this huge hit for the Supremes in 1964, "Where Did Our Love Go?"

Part 3 Motown was at the height of its success in the 1960s. One reason was because the company permitted people to be creative. They were not afraid to make mistakes. The songs were simple and easy to understand. They were recorded with excellent backup singers and musicians. One of the most successful Motown groups of the 1960s was the Temptations. Here they sing one of their hits, "Ain't Too Proud to Beg."

Part 4 Many of Motown's hit records were written and produced by a team of three men - Brian Holland, Lamont Dozier and Eddie Holland. The three were known as HDH. Holland, Dozier and Holland left Motown in 1968. The three men were not satisfied with their earnings. Motown took legal action, accusing them of violating songwriting agreements. The three then accused Motown of dishonesty and violating their business relationship. This legal battle continued for years before being settled out of court. It was just one example of problems at the company. Some artists questioned what they were being paid. For example, Gladys Knight and the Pips left Motown in 1973 because they never felt completely accepted by the company. One of their big Motown hits was "I Heard It through the Grapevine."

Part 5 Berry Gordy moved Motown headquarters to Los Angeles, California in 1972. The company started producing television shows and movies. At the same time, Motown was developing new acts. One of the most successful was the family group called The Jackson Five. Their first single record reached number one in 1970. Here it is, "I Want You Back." Another extremely successful Motown singer was Marvin Gaye. He recorded and wrote music for Motown artists for 20 years. In 1971, his album "What's Going On?" used jazz and classical music to create songs that explored social issues. Here is Marvin Gaye singing the title song. Another important long-time Motown artist is Stevie Wonder. Motown signed him to his first contract at the age of twelve. One of Stevie Wonder's big hits was "Superstition." In the 1980s, Motown was in financial trouble. Berry Gordy finally sold the company in 1988. He reportedly said at the time that Motown had lost the spirit it had during its time in Detroit. But he and others say Motown will always be remembered for its historic influence on American popular music.

Lyrics for the songs as they are played.

Akon - Freedom

Everything I have, everything I own
All my mistakes man you already know
I wanna be free, I wanna be free
From Senegal West Africa
To St. Louis, Missouri
Thanks to Catherine Dana
For giving my pops his glory
He came down with his drum
And a dream to change the world
In a free uplifting world
And that's all he ever wanted

Mom came a little after
Gave birth to my brother
Then all of the pressure
Made them fight one another
See, the pain would never last
Did the best with what they had
He knew the world was up for grabs
And he searched to find his freedom, freedom...

Miracles - Shop Around

And then she said
Just because you've become a young man now

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There's still some things that you don't understand now
Before you ask some girl for her hand now
Keep your freedom for as long as you can now
My mama told me you better shop around
You better shop around
There's some things that I want you to know now
As just as sure as the wind's gonna blow now
The women come and the women gonna go now
Before you tell them that you love them so now
My mama told me you better shop around

Supremes - Where Did Our Love Go?

Baby, baby, baby don't leave me
Oh, please don't leave me all by myself
I've got this burning, burning, yearning feeling inside me
Ooh, deep inside me and it hurts so bad
You came into my heart (baby, baby) so tenderly
With a burning love (baby, baby) that stings like a bee
(baby, baby)
Now that I surrender (baby, baby) so helplessly
You now wanna leave (baby, baby) ooh, you wanna leave
me (baby, baby)
Ooh, baby, baby, where did our love go?

Temptations - Ain't Too Proud to Beg

I know you wanna leave me but I refuse to let you go
If I have to beg and plead for your sympathy
I don't mind cause you mean that much to me
Ain't too proud to beg and you know it
Please don't leave me girl, don't you go
Ain't too proud to plead, baby, baby
Please don't leave me, girl, don't you go

Gladys Knight - I Heard It through the Grapevine

I bet you're wondering how I knew
Baby, baby, baby about your plans to make me blue
With some other girl you knew before
Between the two of us girls you know I love you more
It took me by surprise I must say
When I found out yesterday
Don't you know that I heard it through the grapevine
Not much longer would you be mine
Don't you know that I heard it through the grapevine
And I'm just about, just about, just about to lose my mind
Oh yes, I am, Oh yes, I am, Oh yes, I am

Jackson Five - I Want You Back

When I had you to myself
I didn't want you around
Those pretty faces always made you
Stand out in a crowd
Then someone picked you from the bunch
One glance was all it took
Now it's much too late for me
To take a second look
Oh baby give me one more chance
To show you that I love you
Won't you please take me back in your heart
Oh darling I was blind to let you go
But now since I see you in his arms
I want you back

Yes I do now
I want you back
Oo oo baby
I want you back
Yeah, yeah, yeah

Marvin Gaye - What's Going On?

Mother, mother
There's too many of you crying
Brother, brother, brother
There's far too many of you dying
You know we've got to find a way
To bring some loving here today
Father, father
We don't need to escalate
You see, war is not the answer
For only love can conquer hate

Stevie Wonder - Superstition

Very superstitious, writings on the wall
Very superstitious, ladders about to fall
Thirteen-month-old baby, broke the looking glass
Seven years of bad luck, the good things in your past
When you believe in things that you don't understand,
Then you suffer
Superstition ain't the way

Martha and the Vandellas - Dancing in the Street

Calling out around the world
Are you ready for a brand new beat?
Summer's here and the time is right
For dancing in the street
Oh, it doesn't matter what you wear
Just as long as you are there
So come on, every guy grab a girl
Everywhere around the world
There'll be dancing
They're dancing in the street
This is an invitation
Across the nation
A chance for folks to meet
There'll be laughing and singing and music swinging
And dancing in the street
Philadelphia, P.A.
Baltimore and DC now
Can't forget the Motor City
All we need is music, sweet music
There'll be music everywhere