



Commercial Pop

History and
Development

Key Facts

- In the 80s, record labels began to match artists with popular producers to create music geared towards the mass market
- Music was influenced by various genres combined with fast advances in technology
- Boy/girl bands would be artificially created based on things like physical appearance



- Pictured: Madonna
- Genre was pioneered by production teams, most notably Stock Aitken Waterman
- Lots of electronic sounds, effects resulted in the music tending to sound 'over-produced'
- Modern pop songs usually have many writers collaborating on a single track
 - Lemonade – Beyoncé had 72 writers
 - The Life of Pablo – Kanye West had over 100 writers

Key Artists

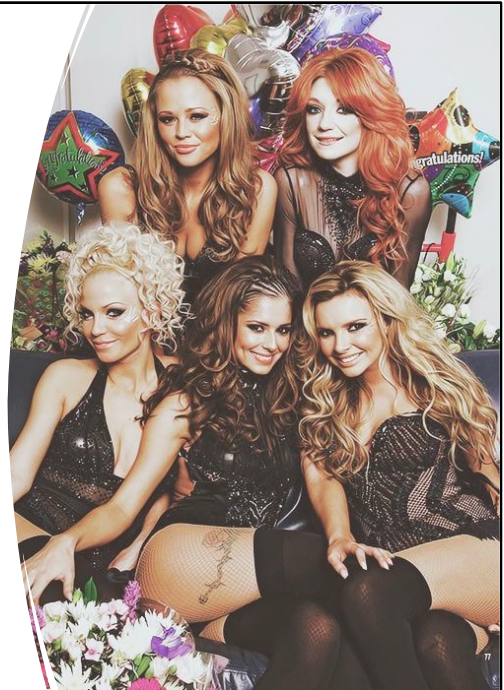
- Cilla Black
- Michael Jackson (*Beat It* – 1987)
- Madonna (*Vouge* – 1990)
- Kylie Minogue
- Bananarama (*Venus* – 1986)
- Girls Aloud
- One Direction
- Little Mix (*What Makes You Beautiful* – 2011)



- Pictured: One Direction

Main Producers

- Stock Aitken Waterman were a production trio who worked with many notable pop artists
- Their backing tracks were recorded quickly and cheaply with the use of synths and drum machines (Linn 9000)



- Pictured: Girls Aloud
- Worked with Bananarama, Kylie Minogue
- Their tracks were consistently in the top 10 on the charts on a weekly basis
- Many of their songs tended to sound similar due to the use of the same sounds and production
- They used the Linn 9000 so much they would often attribute drummer credits to 'A. Linn' on their tracks as an inside joke