

**COURSE TITLE:** HISTORY OF ROCK & ROLL: From Bop to Hip-Hop

**WA CLOCK HRS:** 50

**NO. OF CREDITS:** 5 QUARTER CREDITS  
[semester equivalent = 3.33 credits]

**OREGON PDUs:** 50

**PENNSYLVANIA ACT 48:** 50

**INSTRUCTOR:** Debora Supplitt  
supplitt@comcast.net

**COURSE DESCRIPTION:**

This course offers in-depth tour of "Rock and Roll" history. It is filled with information and tools for teachers of grades 6-12, or for any teacher who wishes to incorporate "Rock and Roll" into classroom curriculum. Celebrate Rock and Roll's 60th Anniversary by riding this "Magic Bus" through the world of Rock and Roll. You will listen to, view and study the vocal artist and bands that shaped the History of Rock and Roll. Starting with the early Delta Blues, Country Music and Gospel you will study how these early roots played a significant role in developing today's rock sounds.

Follow the evolution from these early pioneers of rock as this course "blasts into the past" from the 50's, the early 60's with the British Invasion, the Height Ashbury/San Francisco sound, the Vietnam era and songs of protest, the Popin' 80's Disco vs. Punk, Metal bands, the roots of Rap, Hip/Hop, and the cross over into today's genres bending music.

With your special "backstage pass" for online supplemental materials, you will have total access to a complete "You Tube" list of rock bands and artists and like you've never seen before. Plus, if you choose to purchase the DVD's "The History of Rock" Discs 1-5, Warner Brothers' Home DVD Set. Each of the 5 DVD's discs contains two one-hour episodes. There is an option to view these videos for free via YouTube.

This magical mystery tour is waiting to take you away. Roadies, sidemen, and groupies are encouraged to hop aboard and boogie on down. Guaranteed to blow your mind.

Your "tour guide" textbook is *Rockin' Out! Popular Music in the U.S.A.* by Reebee Garofalo, fourth Edition, or later, is available new and used at Amazon.com starting at \$7 plus shipping. It is also available at local libraries, and from Powell's Books online.

Of course no trip is complete without the necessary travel equipment: Access to a computer, free access (unrestricted) to the internet, free access to "You Tube".

**LEARNING OUTCOMES:** Upon completion of this course, participants will have:

1. A general outline of The History of Rock and Roll.
2. A knowledge of how Rock and Roll of each era reflects American culture and was driven by and reflected the social movements of the eras.
3. A greater understanding of how Rock and Roll developed as a result of culture change.

**COURSE REQUIREMENTS:**

Completion of all specified assignments is required for issuance of hours or credit. The Heritage Institute does not award partial credit.

The use of artificial intelligence is not permitted. Assignment responses found to be generated by AI will not be accepted.

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**HOURS EARNED:**

Completing the basic assignments (Section A. Information Acquisition) for this course automatically earns participants their choice of CEUs (Continuing Education Units), Washington State Clock Hours, Oregon PDUs, or Pennsylvania ACT 48 Hours. The Heritage Institute offers CEUs and is an approved provider of Washington State Clock Hours, Oregon PDUs, and Pennsylvania ACT 48 Hours.

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**UNIVERSITY QUARTER CREDIT INFORMATION**

**REQUIREMENTS FOR UNIVERSITY QUARTER CREDIT**

Continuing Education Quarter credits are awarded by Antioch University Seattle (AUS). AUS requires 75% or better for credit at the 400 level and 85% or better to issue credit at the 500 level. These criteria refer both to the amount and quality of work submitted.

1. Completion of Information Acquisition assignments 30%

2. Completion of Learning Application assignments 40%
  3. Completion of Integration Paper assignment 30%
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### **CREDIT/NO CREDIT (No Letter Grades or Numeric Equivalents on Transcripts)**

Antioch University Seattle (AUS) Continuing Education Quarter credit is offered on a Credit/No Credit basis; neither letter grades nor numeric equivalents are on a transcript. 400 level credit is equal to a "C" or better, 500 level credit is equal to a "B" or better. This information is on the back of the transcript.

AUS Continuing Education quarter credits may or may not be accepted into degree programs. Prior to registering, determine with your district personnel, department head, or state education office the acceptability of these credits for your purpose.

### **ADDITIONAL COURSE INFORMATION**

#### **REQUIRED TEXT**

If you choose to purchase the DVD's of The History of Rock and Roll Disc 1-5, DVD five disc set; Warner Brothers Home DVD (2004). Used eBay about \$45.00 or you may find and access the videos on YouTube. Video URL's are accessed via your student assignments located on your student dashboard.

- ***Rockin' Out: Popular Music in the U.S.A. (6th Edition)***  
ISBN# 0205956807  
by Garofalo, Reebee, Waksman, Steven  
Pearson

[Buy from Amazon](#)

#### **MATERIALS FEE**

The course textbook, Rockin' Out! Popular Music in the U.S.A. by Reebee Garofalo, fourth, or later, Edition, ISBN-0-13-2343305-3, is available new and used starting at \$7 from Amazon.com. It is also available at local libraries Or A free 2008 older edition version of the text can be view with a subscription to: Internet Access <https://archive.org/> (copy and paste) You will need to sign up for an account to check out the internet version. Please note that the older editions may not correspond with the assignments numbers. Please adjust your reading to match the assignments.

### **ASSIGNMENTS REQUIRED FOR HOURS OR UNIVERSITY QUARTER CREDIT**

#### **A. INFORMATION ACQUISITION**

Assignments done in a course forum will show responses from all educators who have or are taking the course independently. Feel free to read and respond to others' comments.

Group participants can only view and respond to their group members in the Forum.

#### **Assignment #1: Introduce Yourself**

- Describe in 1-2 pages your current teaching situation and your interest in The History of Rock and Roll
- Talk about your first rock concert, album and/or CD, include the who, what, where, when and why.
- **Post to your assignment response box**

#### **Assignment #2: Access "Google" Map**

- Access a "Google" map of the Great Migration from New Orleans, Georgia, to Chicago, Los Angeles and San Francisco.
- Print a "Great Migration" map and highlight the routes from the three states to Chicago.
- This downloaded and printed map will serve as a resource for your Rock and Roll Curriculum resource folder/binder.

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- Describe in a 250 word document how the great migration may have contributed to Rock and Roll.
- Post to your assignment response box

### Assignment #3: Rockin' Out Popular Music

- Read, *Rockin' Out Popular Music in the U.S.A.* chapters 4 and 5, pages 81-162. (Note: Newer versions may not correspond with the newer editions. Please adjust your readings to match the assignments.)
- Write a short one page summary about your reading or create a visual "Mind Map" ([www.wikipedia.com](http://www.wikipedia.com)) diagramming the early roots of rock and roll, or make a basic chart comparing two or more elements that you learned or compare and contrast the similarities or differences of two of the early songs of rock.
- Post to your assignment response box

### Assignment #4: View "The History of Rock and Roll"

- View "The History of Rock n and Roll" 1/5 YouTube (2011) 11:14 <http://www.youtube.com/watch?v=R-j2rILarYA>
- View "The History of Rock and Roll, 2/5 YouTube (2011) 10:33 <https://www.youtube.com/watch?v=R-j2rILarYA>
- View "The History of Rock and Roll, 3/5 YouTube (2011) 7:33 <https://www.youtube.com/watch?v=T72irGLamq4>
- View "The History of Rock and Roll, 4&5 YouTube (2011) 5:00 <https://www.youtube.com/watch?v=i0W5JHMsJ18>

[Also](#)

- Review a minimum of 10 (or more) YouTube Videos featuring artist from 1930-1969. A list can be found at: [https://en.wikipedia.org/wiki/Origins\\_of\\_rock\\_and\\_roll](https://en.wikipedia.org/wiki/Origins_of_rock_and_roll). Please include Robert Johnson.
- Also access Lesley Riddle: Blacks in Appalachia. YouTube 12:43 <https://www.youtube.com/watch?v=UdL6WvtCcw0>
- Write a short commentary on your viewing.
- What are your thoughts about AP Carter and Lesley Riddle?
- Who intrigued you?
- What did you find interesting?
- Why?
- Post to your assignment response box

#### Assignment #5: Read Rockin' Out Popular Music

- Read, *Rockin' Out Popular Music in the U.S.A* chapters 6; "Popular Music and Political Culture: The Sixties. Chapter 7; Music Verses Markets: The Fragmentation of Pop, and Chapter 8 Punk and Disco" the Poles of Pop, pages 163-321. New editions may need to adjust page numbers to reflect the assignment.
- Write a one page summary about your reading or add to your visual "Mind Map" diagramming the early roots of rock and roll, or add to your basic chart comparing two or more elements that you learned in this reading, or compare and contrast the similarities or differences of two more songs of rock.
- Post to your assignment response box

#### Assignment #6: "The History of Rock and Roll"

- View "The History of Rock 5 and Roll: Plugging In". YouTube, 2020, 42:25 [https://www.youtube.com/watch?v=vcS6z9Bk7-M&list=PLlhBC\\_-F81kxTgSYJUMVXmjPwrLf8aXTP&index=5](https://www.youtube.com/watch?v=vcS6z9Bk7-M&list=PLlhBC_-F81kxTgSYJUMVXmjPwrLf8aXTP&index=5)
- View "The History of Rock 6 and Roll: My Generation". YouTube, 2020, 46:38 [https://www.youtube.com/watch?v=T1SX2J2iGKc&list=PLlhBC\\_-F81kxTgSYJUMVXmjPwrLf8aXTP&index=6](https://www.youtube.com/watch?v=T1SX2J2iGKc&list=PLlhBC_-F81kxTgSYJUMVXmjPwrLf8aXTP&index=6)
- View "The History of Rock 7 and Roll: Guitar Heros" YouTube, 2020, 26:25 [https://www.youtube.com/watch?v=o-FXVR8MELg&list=PLlhBC\\_-F81kxTgSYJUMVXmjPwrLf8aXTP&index=7](https://www.youtube.com/watch?v=o-FXVR8MELg&list=PLlhBC_-F81kxTgSYJUMVXmjPwrLf8aXTP&index=7)
- View " The History of Rock 8 and Roll": The 70's" YouTube, 2020, 1:00:17 [https://www.youtube.com/watch?v=HQc\\_3WRVOcc&list=PLlhBC\\_-F81kxTgSYJUMVXmjPwrLf8aXTP&index=8](https://www.youtube.com/watch?v=HQc_3WRVOcc&list=PLlhBC_-F81kxTgSYJUMVXmjPwrLf8aXTP&index=8)

Also

- View a minimum of Ten YouTube videos from 1960-1970. Here is a list to select Rock Artist from (you may wish to print this list): <https://wmich.edu/mus-gened/mus152/Top500.html>
- Include Bob Dylan playing at the Newport Jazz Festival (Dylan Plugs In) <https://www.youtube.com/watch?v=S1TKUk9nXjk>
- Add to your visual summary/Mind Map or Write a short commentary
  - Who intrigued you?
  - Why do you think that Bob Dylan plugging in was a pivotal event for Rock and Roll?
  - What did you find interesting?
  - Why?
- Post to your assignment response box

#### Assignment #7: Rockin' Out Popular Music

- Read, *Rockin' Out Popular Music in the U.S.A*. chapter 10, 11 and 12 pages 360-471 "Rap and Metal: Youth Culture and Censorship", "Mainstreaming Alternatives" Packaging Pop in Nineties and Beyond", " Welcome to the Terrordome: Music and Copyright in (a time of) Crisis and chapter 13 pages 507-536 "Getting Back to Business: Popular Music in the New Millenium" (newer editions of the text may need to adapted chapter readings to reflect the content of this assignment)
- Write a short one page commentary about your reading or add to your visual "Mind Map" diagramming the early roots of rock and roll, or add to your basic chart comparing two or more elements that you learned in this reading or compare and contrast the similarities or differences of two more songs of rock
- Post to your assignment response box

## Assignment #8: Punk & Up From The Underground

- View “The History of Rock 9 and Roll: Punk” (1998) YouTube 2020, 56:45  
[http://www.youtube.com/watch?v=8oeL1leEguY&list=PLlhBC\\_-F81kxTgSYJUMVXmjPwrLf8aXTP&index=9](http://www.youtube.com/watch?v=8oeL1leEguY&list=PLlhBC_-F81kxTgSYJUMVXmjPwrLf8aXTP&index=9)
- View “The History of Rock 10 and Roll: Up From the Underground” (1998) YouTube 2020, 49:01  
[https://www.youtube.com/watch?v=fDccL7u8t5E&list=PLlhBC\\_-F81kxTgSYJUMVXmjPwrLf8aXTP&index=10](https://www.youtube.com/watch?v=fDccL7u8t5E&list=PLlhBC_-F81kxTgSYJUMVXmjPwrLf8aXTP&index=10)

Also

- View a minimum of 10 YouTube videos of Rock and Roll performances from 1970-1990. Here is a list to get you started  
<https://ultimateclassicrock.com/classic-rock-lists/>
- Add to your visual summary/Mind Map
- Write a short commentary
  - Who intrigued you?
  - What did you find interesting?
  - Why?
- Post to your assignment response box

## Assignment #9: Supplemental Materials

- From the supplemental materials from 2000-2009 below: Choose at least 10 “You Tube” clips to view. View at least two from each decade (50-60’s, 70’s-80’s, 90-today)
- Answer the five questions

### Supplemental Online Material - 1990-2016

- **Select any five “You Tube” video clips to watch from any artist from 1990-2016 Answer the following five questions.**
- **Plus: Access and View Darryl McDaniels of Run DMC Interview with Applause. YouTube**  
<https://www.youtube.com/watch?v=UifaGywRDbE> 34:39
- Answer the following five questions.

1. From your viewings what did you find to be the most interesting and why?
2. In your own words compare and contrast the style and acts of the artist or band of this era to the band or rock artist of previous eras.
3. Explain what was the social climate in the 1990’s to present day and how did this influence rock music?
4. Is there a rock band or artist that is not on this list and should be included and why?
5. Which clips would you choose to show to your students and why?
6. Why do you think Darryl McDaniels and Run DMC important to the Hip-Hop movement?

Some suggested artist are listed below.

A Tribe Called Quest – “I Left My Wallet In El Segundo”(1990) Fun clip about an adventure of four boys and a lost wallet.

Public Enemy: “By The Time I Get to Arizona” (1991) Public statement about making Dr. Martin Luther King Jr. birthday a holiday in the state of Arizona. Guns, reenactment of the assassination of Dr. Martin Luther King Jr. murder, segregation aggression. Bombs and poison.

Arrested Development – Tennessee (1991) Samples bit of Prince's "Alphabet St." one of 500 songs that shaped Rock and Roll.

Shabba Ranks “Ting-A-ling” (1992) Island classroom. Shabba doing his scat and a simple drum marching.

Public Enemy: “Give It Up” (1994). **Chuck D** (Carlton Douglas Ridenhour) — leader, producer, lyricist, main vocalist, and artwork. **Flavor Flav** (William Jonathan Drayton, Jr.) — lyricist, vocalist, producer, instrumentalist, comic relief known as the biggest “Hype” man in Rap. **Professor Griff** (Richard Griffin) head of S1W, liaison between PE and S1W, road manager. Occasional vocalist and producer, plays drums at live shows. Brian Hardgroove. Guitarist, Band Director and producer. **DJ Lord** (Lord Aswod) — DJ, producer. **Terminator X** (Norman Rogers) — DJ, producer (former member). **DJ Johnny Juice** (John Rosado) Studio DJ, Producer. **Sister Souljah**, occasional vocalist, former member

KRS-One - MC's: “Act Like They Don't Know” (1995) Old School Hip-Hop (edited, one “ass”)

Buju Banton – Champion (1995) Island Def Jam recording. Buju hosting a dance party.

The Death of Jerry Garcia (1995) C.B.S. news program reporting on the life of Jerry Garcia.

Tupac Shakur's last interview (1996)

Tupac Shakur "Dear Mama" (1996) A song cut for his mother released after his death.

Interview: Where were you when Tupac died? (1996) Strong language used.

Fleetwood Mac "Song Bird" (1997) Christy McVie solo. Pure, rich and simple song. A woman and her piano.

Destiny's Child, "Say My Name" (2000) Beyonce prior to moving into her solo career.

Nelly Furtado, "I'm Like A Bird" (2000) Nelly romping in the wood with a few special effects.

Creed, "Arms Wide Open" (2000) Written for the birth of his child.

Lifeshouse, "Hanging By A Moment" (2000) Billboard's top song of 2000.

Michael Jackson: "You Rock My World" (2001) Marlon Brando, Chris Tucker 12:30 clip (Fire, smoke, one knife, broken bottles).

OutKast: "Ms. Jackson" (2001) Andre 3000 and Big Boi are fixing up the house that is desperate need of repair. Edited language (one Hell)

Usher, "You Don't Have To Call" (2001) Featuring P. Diddy.

Nickleback, "You Remind Me" (2001) AOL Unplugged. Pure sound with grit.

Linkin Park, "In The End" (2002) Heavy Metal meets Rap meets Rock.

Ja Rule feat. Ashanti, "Always On Time" (2002) Sweet Sound of Ashanti mixed with the baritone bass rap of Ja Rule.

No Doubt, "Hey Baby" (2002)

3 Doors Down, "Kryptonite" (2003) Old man revisits his superpowers.

Shania Twain, "Man! I Feel Like A Woman" (2003) A cover video of Robert Palmers "Addicted To Love". Cross over country pop.

Robert Palmer, "Addicted To Love" (1985) Jiggle Girls playing backup.

OutKast: with Big Boi and Andre 3000 "Hay Ya" (2003) A parody of the Beatles first stage show. Fun!

OutKast: "Roses" (2003) Edited version. High School rumble of the 50's.

Black Eyed Peas, "Where Is The Love?" (2003) Early Will-I-Am and Fergie featuring Justin Timberlake.

Dido, "White Flag" (2003) British songwriter nominated for a grammy for best female pop vocalist.

Green Day "Boulevard of Broken Dreams" (2004) Live performance. Notice the eye liner.

Madonna, "Vogue" (1990/2004) Live Footage for the Re-Invention Tour. This is the only version you could possibly show.

Kenny Chesney, "I Go Back (1993/2004) Reflecting on his glory days. Cross over country/pop.

50 Cent "Hate It Or Love It" (2005) A feel of the LA gangsta' rap.

Christ Brown, "Yo, Excuse Me Miss" (2005) He's a very talented, very young, dancing machine.

Red Hot Chili Peppers, "Dani California" (2006) Video covers the style of each early decades rock videos

Busta Rhymes: "In The Ghetto" (2006): Singing about ghetto life. Edited language clean version

Darryl McDaniels (DMC) and Sarah McLachlan "Just Like Me" (2006) Raps about being adopted. "Cat's in The Cradle" by Harry Chapin sung in back ground.

John Mayer, "Clariy" (2006) Acoustic talent at nineteen.

M.I.A., "Paper Planes" (2007) Sri Lankan/British songwriter plus a graphic artist. Time Magazine's Top 100 most influential artist.

Kanye West with Hype Williams: "Homecoming" (2008) Coming Home to Chi-town.

Public Enemy: Chuck D talks to the News Stand (2008) Positive message.

Ne-Yo, "Closer" (2008) Rhythmic and urban dance sound.

Beyonce, "At Last" (2008) Live Fashion Rocks or another version sung for the Obama's at the inaugural ball.

Plain White Ts, "1,2,3,4" (2008) Feel good video featuring family members/

Taylor Swift, "You Belong With Me" (2009) Country teen pop.

Lil Wayne, "Prom Queen" (2009) Rap meets heavy metal.

Kanye West, "The Good Life" (2009) featuring T. Pain. Excellent graphics, very creative video.

Black Eyed Peas, "Boom, Boom, Pow" (2009) A push towards a new sound.

PLUS

Add any other artist or group to your list that you feel needs to be added.

## **ADDITIONAL ASSIGNMENTS REQUIRED FOR UNIVERSITY QUARTER CREDIT**

### **B. LEARNING APPLICATION**

In this section, you will apply your learning to your professional situation. This course assumes that most participants are classroom teachers who have access to students. If you do not have a classroom available to you, please contact the instructor for course modifications. Assignments done in a course forum will show responses from all educators who have or are taking the course independently. ?Feel free to read and respond to others' comments. Group participants can only view and respond to their group members in the Forum.

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### **Assignment #10: Supplemental Material Catalog**

- Access 10 more "You Tube" videos from the online [Supplemental Material](#) catalog or of your choosing
- Include at least a minimum of three, new to you (3), clips from the 1950-1960's list, three (3) clips from the 1970's-1980's list, and three (3) clips from the 1990-2009 lists to today's date.
- Write a reflection paper of no more than two (2) pages highlighting your opinion on how the rock and roll artist or band made historical or artistic contributions towards the change in social climate, cultural change, historical impact, or within the American music community.
- Post to your assignment response box

### **Assignment #11: Lesson Plan**

#### **Assignment #11-A:**

- Develop two lessons reflecting what you learned in this course that are suitable for your professional situation
- Use The Heritage Institute [lesson template](#) or one from your district. OR create a Padlet <http://www.padlet.com> include all your resources, videos and links from this course
- Implement your lesson with students in your classroom or with a small group or pod
- Write a 250-500 word commentary on what worked well and what could be improved
- Include any student feedback on your lesson
- We encourage you to share what you've learned with other teachers taking our courses by also contributing your Lesson Plan or posting your Padlet to The Heritage Institute Lesson Plan Library [here](#)



**OR**

**Assignment #11-B:**

- Create a lesson reflecting what you've learned in this course. (Do not implement it.)
  - Use The Heritage Institute [lesson template](#) or one from your district.
  - We encourage you to share what you've learned with other teachers taking our courses by contributing your Lesson Plan to The Heritage Institute Lesson Plan Library [here](#).
  - Write a 500+ word article concerning any noteworthy success you've had as a teacher with one or more students.
  - Please refer to the guidelines on our blog [What Works: Teaching at its Best](#) prior to writing your article.
  - When you submit your article to your instructor, please also email a copy to [Yvonne Hall](#) THI blog curator and media specialist.
  - Indicate whether or not you are OK with having your article considered for publishing on our website.
  - Submit your lesson along with your article via email to your instructor.
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- Post to your assignment or URL to the assignment response box

**Assignment #12: (500 Level ONLY)**

In addition to the 400 level assignments, complete one of the following:

**Option A)**

Develop a Power Point presentation about one Rock and Roll Artist or Band that you feel contributed to the shift of genres or made a historical impact for their era.

- This power point presentation should be at least ten (10) slides to no more than fifteen (15) slides long.
- This power point presentation can be used to show as an example for classroom presentations.

**OR**

**Option B)**

Write a 2-3 page reflection on the ways that the early rock and roll artists or bands compared and comment on how they influenced the rock artists and bands of today.

**OR**

**Option C)**

Another assignment of your own design with the instructor's prior approval.

- Post to your assignment response box

**C. INTEGRATION PAPER**

Assignment #13: (Required for 400 and 500 Level)

**SELF REFLECTION & INTEGRATION PAPER**

**(Please do not write this paper until you've completed all of your other assignments)**

Write a 400-500 word Integration Paper answering these 5 questions:

1. What did you learn vs. what you expected to learn from this course?
  2. What aspects of the course were most helpful and why?
  3. What further knowledge and skills in this general area do you feel you need?
  4. How, when and where will you use what you have learned?
  5. How and with what other school or community members might you share what you learned?
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**INSTRUCTOR COMMENTS ON YOUR WORK:**

Instructors will comment on each assignment. If you do not hear from the instructor within a few days of posting your assignment, please get in touch with them immediately.

**QUALIFICATIONS FOR TEACHING THIS COURSE:**

**Debora Supplitt M.F.A.-A.Ed./M.Ed.** received her Masters (M.Ed.) and Bachelor of Art (B.A.) degree from San Francisco State University and Masters of Fine Arts in Art Education (M.F.A.-A.Ed.) from Boston University. She has worked with students of all levels, including preschool, elementary, middle school, high school and professional educators, since 1980. She is certified in Washington,



Oregon and California in Pre/K-12-Adult Special and Elementary Education and is highly qualified in the core areas of Art, Music, Reading, and Special Education as well as being a trained Intervention Specialist. Debora knows the importance of providing a creative environment where all students and teachers can thrive. Presently she is working in her dream position as a full time middle school Art Teacher. Debora provides classroom teachers with the tools and resources needed to integrate art into the daily curriculum and is always busy developing new, creative and fun workshops for teachers. She is passionate about providing exciting, meaningful, useful and fun filled continuing education for all teachers.

## BIBLIOGRAPHY

### HISTORY OF ROCK & ROLL: From Bop to Hip-Hop

**Garofalo, Rebee.** *Rockin' Out Popular Music in the U.S.A. Fourth Edition*, (or later, 2008) paperback, 536 pages. ISBN- 0-13-2343305-3

Rockin' Out offers a comprehensive history of popular music in the United States from the heyday of Tin Pan Alley to the present day sounds of electronic dance music and teen pop, from the invention of the phonograph to the promise of the Internet. It offers an analysis and critique of the music itself as well as how it is produced and marketed.

**Google:** [www.google.com](http://www.google.com)

Google Inc. is an American public corporation, earning revenue from advertising related to its Internet search, e-mail, online mapping, office productivity, social networking, and video sharing services as well as selling advertising-free versions of the same technologies. Google has also developed an open source web browser and a mobile operating system. The Google headquarters, the Googleplex, is located in Mountain View, California. As of 31 March 2009 (2009 -03-31), the company has 19,786 full-time employees. The company is running millions of servers worldwide, which process about 1 petabyte of user-generated data every hour. Google conducts hundreds of millions of search requests every day.

**Grushkin, Paul D.** *The Art of Rock: Posters from Presley to Punk*, (1997) Hardcover, 516 pages. ISBN13: 9780896595842

A firsthand history--exclusive interviews with scores of insiders, poster artists, musicians, promoters--this is the ultimate high for the rock music fan, required reading for the poster collector. Color illustrations and 100 black-and-white photographs.

**NetFlix:** <http://www.netflix.com>

NetFlix is an online DVD and Blu-ray Disc rental service, offering flat rate rental-by-mail and online streaming to customers in the United States. Established in 1997 and headquartered in Los Gatos, California, it has amassed a collection of 100,000 titles and approximately 10 million subscribers. The company has more than 55 million discs and, on average, ships 1.9 million DVDs to customers each day.

**Rock and Roll Hall of Fame:** <http://www.rockhall.com>

Inductee List: Leaders in the music industry joined together in 1983 to establish the Rock and Roll Hall of Fame Foundation. One of the Foundation's many functions is to recognize the contributions of those who have had a significant impact on the evolution, development and perpetuation of rock and roll by inducting them into the Hall of Fame. <http://www.rockhall.com/inductees/inductee-list>

**You Tube:** [www.youtube.com](http://www.youtube.com)

YouTube is a video sharing website on which users can upload and share videos. Three former PayPal employees created You Tube in February 2005. In November 2006, You Tube, LLC was bought by Google Inc. for \$1.65 billion, and is now operated as a subsidiary of Google.

**Wikipedia:** [www.wikipedia.com](http://www.wikipedia.com)

A free encyclopedia built collaboratively using Wiki software.