

The Society *for* Ethnomusicology
Popular Music Section Keynote Lecture

“YOU GOTTA MOVE:
MAKING BODIES MATTER”

Dr. Alice Echols
Friday, November 18, 2011 at 8:30pm



Today pop dominates the music charts. Moreover, the fetishizing of authenticity and the demonizing of the mainstream, once staples of popular music studies and criticism, have given way to an almost giddy embrace of pop...what some call popitism. Historian Alice Echols discusses how a growing appreciation of dance, rhythm, and the body may have figured in this shift. Drawing on the R&B and rock of the 1960s and the disco and funk of the 1970s, she will suggest the ways that these genres have worked on us and upon the larger culture. Finally, she will ask what new directions we might productively explore in thinking about music made to make us move.



ALICE ECHOLS is the Barbra Streisand Professor in Contemporary Gender Studies and Professor of English and History at the University of Southern California. The author of four books, including *Scars of Sweet Paradise: The Life and Times of Janis Joplin* and the recent *Hot Stuff: Disco and the Remaking of American Culture*, Echols's work on the America during the Sixties and Seventies is interdisciplinary, crossing a wide-range of scholarly disciplines.