

## 6. Music for consumer products

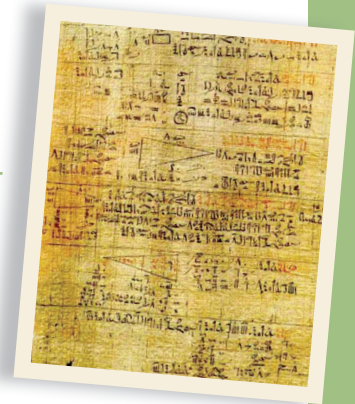
### Music and advertising

#### SECTION 1 MUSICAL AND CULTURAL CONTEXTS. LISTENING

##### 1. ADVERTISING BACKGROUND

1. Read the following statements and indicate which are true (V) or false (F).

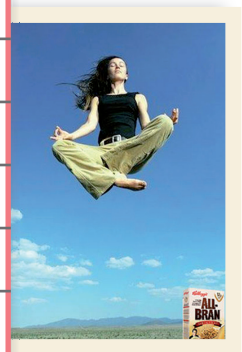
- T** The first “advertisement” or “ad” that we know dates from 3000 BC, and was found in the ruins of the city of Thebes, the capital of ancient Egypt.
- T** The first poster found offers a reward for anyone who can capture a slave who had escaped.
- F** In the Middle Ages the printing press was developed, leading to widespread advertising.
- T** In the Middle Ages, goods were advertised by a town crier, shouting out loud.
- T** Printed advertising did not really develop until the 16th century, with the advent of the printing press, which then allowed for copied messages to be repeated as required.
- F** In the 16th century, advertising activities became more professionalised, and the first advertising agency was created.
- T** In the 18th century, the Industrial Revolution brought with it the need to publicise mass manufactured products.
- T** Almanacs are considered to be the first printed newspapers that allowed the first forms of advertising to be included.
- T** The first advertising agency was created in France in 1845, called the “Société Générale des Annonces”, designed to provide services for advertisers.
- T** In the late 19th century, American companies began to sell their products on printed packaging that included their brand.
- F** The birth of the radio, in 1720, gave the advertising industry a great boost.
- F** The first television broadcasts in 1972 combined the use of audio and visual media.



## 2. WHAT MOTIVATES A CONSUMER?

2. You know that motivations for buying a certain product can be classified according to priorities. Write two examples of products or brands on the market that are necessary or attractive for you.
- Products that satisfy your physiological needs. *FREE ANSWER: Food products, drinks, environmental products, healthcare products, hygiene...*
  - Products that offer you safety and security. *FREE ANSWER: Physical security, alarms tyres and brakes for road safety... Safety in the home, school, savings, pension funds, insurance...*
  - Products that help you to create an atmosphere of prestige. *FREE ANSWER: Elite brands at high prices, like cars (Jaguar, Ferrari...), clothing and perfumes (Chanel, Armani, Prada...).*
  - Products that reaffirm your own self-satisfaction. *FREE ANSWER: Leisure products, travel (hotels, destinations...), adventure (backpacks, camping accessories...), sports (cycling, sportswear...), music (instruments, microphones, keyboards...)*
  - Products implying mastery of yourself and your surroundings. *FREE ANSWER: Products related to people's personalities and their community life, mainly family and friends, clothing, family cars with space for children...*
3. Classify each of these products according to the motivation you think satisfies the consumer.

PRODUCT	MOTIVATION
Jewellery	<i>Products that contribute to creating an atmosphere of prestige</i>
Alarms	<i>Products that offer safety and security</i>
Water	<i>Products that satisfy physiological needs</i>
Family car	<i>Products implying mastery of oneself and one's surroundings</i>
Tennis racket	<i>Products that reaffirm our own self-satisfaction</i>
Meat products	<i>Products that satisfy physiological needs</i>
Travel agency	<i>Products that reaffirm our own self-satisfaction</i>
High-end car	<i>Products that contribute to creating an atmosphere of prestige</i>
Pension plan	<i>Products that offer safety and security</i>
Workwear	<i>Products implying mastery of oneself and one's surroundings</i>



4. Say what consumer need or motivation is offered in each of these advertising spots.

### VIDEO 1 workbook

*Products that offer safety and security Securitas Alarmas*

#### VIDEO 2 workbook

*Products that reaffirm our own self-satisfaction Halcón Viajes*

#### VIDEO 3 workbook

*Products that contribute to creating an atmosphere of prestige Rolls-Royce*

#### VIDEO 4 workbook

*Products that satisfy physiological needs Leche desnatada Pascual... healthy food...*

#### VIDEO 5 workbook

*Products implying mastery of oneself and one's surroundings Nike Women... personal challenges*

### 3. CONSUMER GROUPS

5. After checking over the common features among product consumers and their classification in different groups, say what type of consumer corresponds to each of the following statements:
- a. Includes individuals of a particular economic and social level. They like buying top-of-the-range and premium products. *The ostentatious consumer*
  - b. These consumers often make a buying decision based on an emotion or a mood. Emotional decisions are usually expressed by phrases such as "Go on, you deserve it!" or "Pamper yourself" or "Give yourself a treat". *The emotional consumer*
  - c. An audience of a particular gender that responds to a specific ad. *Male and female gender groups*
  - d. They think about what products to buy and make comparisons in terms of value for money. *The cognitive consumer*
  - e. Includes people who are loyal to brands and individuals who don't want to change brands. *The ostentatious consumer*
  - f. These are experimental consumers who are always willing to try new products coming on sale. *Habits*
  - g. Their first look is at the product's pricetag. These are consumers who look for bargains, conformists in terms of products, and very careful about money. *The "economical" consumer*
  - h. Includes products aimed at a specific age group and therefore a specific kind of audience. *Age groups*

6. Say what kind of consumer these ads are targeted at. In some cases, they may refer to more than one.

**VIDEO 6 workbook**

*The “economical” consumer McDonald’s: 1x1 euro: aimed at a young audience and with low purchasing power.*

**VIDEO 7 workbook**

*The ostentatious consumer. 1880, el turrón más caro del mundo.*

**VIDEO 8 workbook**

*The cognitive consumer Gazpacho Don Simon, the consumers’ favourite.*

**VIDEO 9 workbook**

*Habits. Navidul*

**VIDEO 10 workbook**

*The emotional consumer. You deserve a sale ... this is a slogan that doesn’t say you need anything in particular, but offers you sale prices so you can buy whatever you want. It doesn’t say you need a specific product. you just give yourself a bargain and you’ll be happy.*

**VIDEO 11 workbook**

*New consumers Nueva Shandy Cruzcampo, lemon and orange*

**VIDEO 12 workbook**

*A women’s product. Nail polish for real stars...*

**VIDEO 13 workbook**

*A women’s product. Giorgio Armani - Acqua Di Gio.*

**VIDEO 14 workbook**

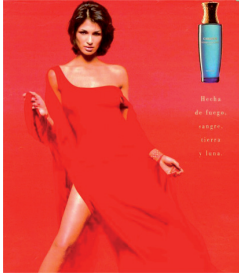
*Adult product. Just for men... for grey hair.*

**VIDEO 15 workbook**

*For girls. Nancy, doctor around the world.*

## 4. THE LANGUAGE OF COLOUR

7. You have already seen that advertisers use all kinds of resources to capture the attention of prospective buyers. One of the most frequently used resources is the language of colour, because according to researchers, each colour has a specific meaning, a psychological and symbolic significance for people. Now, you indicate what you think about each of these colours included in the advertisements.



Red is the colour of fire and blood, so it is associated with danger, war, energy, strength, determination and passion, desire and love.

Advertising uses red to evoke warm and erotic feelings in consumers.

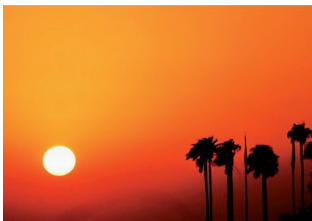


Green is definitely the colour of nature. It symbolises hope, nature, youth, immaturity, but also relaxation and balance,

and is also the colour known to calm the retina of our eyes.



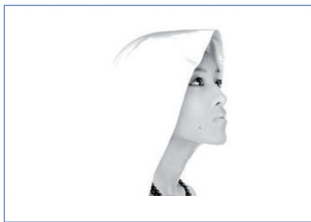
Blue is the colour of the sky and the sea, which is usually associated with stability, serenity and depth. It is a colour strongly associated with tranquillity and calmness, producing a relaxing effect. It also represents confidence, faith, truth and heaven.



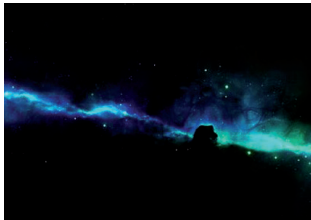
Orange combines the energy of red with the happiness of yellow. It is associated with joy, sunshine, and the tropics. It represents enthusiasm, happiness, attractiveness, creativity, determination, success, encouragement and stimulation. The citrus colour is associated with healthy food and stimulating the appetite.



Violet is associated with royalty and symbolises power, wealth, nobility, luxury and ambition. Purple represents magic and mystery, and it is also associated with wisdom, creativity, independence and dignity. Because it is a very rare colour in nature, some people think it is an artificial colour.



*White is associated with light, goodness, innocence, transparency, safety and, above all, purity. In advertising, white is associated with freshness and cleanliness.*



*Black represents power, prestige, seriousness, formality and elegance. Although it is also associated with death, fear, depression and mystery.*

8. Some logos have their own colour, often chosen by the characteristics of what they are trying to represent. Look for information about the following logos. Then indicate whether the logo has any relationship with the sensations transmitted by the colour used and explain why.

**GREENPEACE**

*Greenpeace is an NGO fighting for the environment. Its aim is to protect and defend the environment, taking action in many parts of the world.*



*Red Bull is an energy drink. According to the manufacturer, this drink has an invigorating and detoxifying effect, and properties that increase one's physical abilities and mental speed.*

**IBM**

*International Business Machines Corp. (IBM) is a famous American multinational company specialising in technology and consulting. They manufacture and market computer hardware and software, and offer infrastructure services, Internet hosting and consulting in a wide range of IT-related areas.*

**007**

*007 (double-O seven) is a fictional British spy. Also called James Bond, a character from the Cold War, still surviving today, as a kind of myth of multiple dimensions, having become one of the greatest serial-film characters of all times.*





9. To reinforce the knowledge of advertising strategies used by agencies, do the following exercises:

**VIDEO 16 workbook**

**“Ad No. 1”**

- Product being advertised: Bottled water
- Product brand: LANJARÓN
- Consumer need or motivation provided by the product: Products that satisfy physiological needs
- Target audience: Cognitive type, since the spot is based on quality and how healthy this water is for people.
- Main colour used: White
- Message of ad to attract buyer: It stresses the purity of the water (hence the “white” colour). Trust in the product, since the mother is giving it to her child. It compares the healthfulness of the Sierra Nevada mountains with water, which is taken from here. Slogan: “Lanjarón: sube a lo más puro”.

**VIDEO 17 workbook**

**“Ad No. 2”**

- Product being advertised: Lipstick
- Product brand: SUPER STAY 24HR BY MAYBELLINE NEW YORK
- Consumer need or motivation provided by the product: Products implying mastery of oneself and one’s surroundings
- Target audience: For women.
- Main colour used: Red.
- Message of ad to attract buyer: This highlights the staying power or resistance of this lipstick, its intense colour and hydration, lasting all day long. It talks about a new formula that makes it so unique, resisting friction, stress, moisturising and never staining. These qualities are mentioned in the voiceover, and reaffirmed by screen overprints in red, like the colour of the lips. The spot uses this colour because it conveys the passion, sensuality, and even some eroticism to the consumer. Slogan: “Ningún otro dura más”.

## 5. MARKETING

10. Answer the following questions briefly.

a. What does marketing entail? \_\_\_\_\_

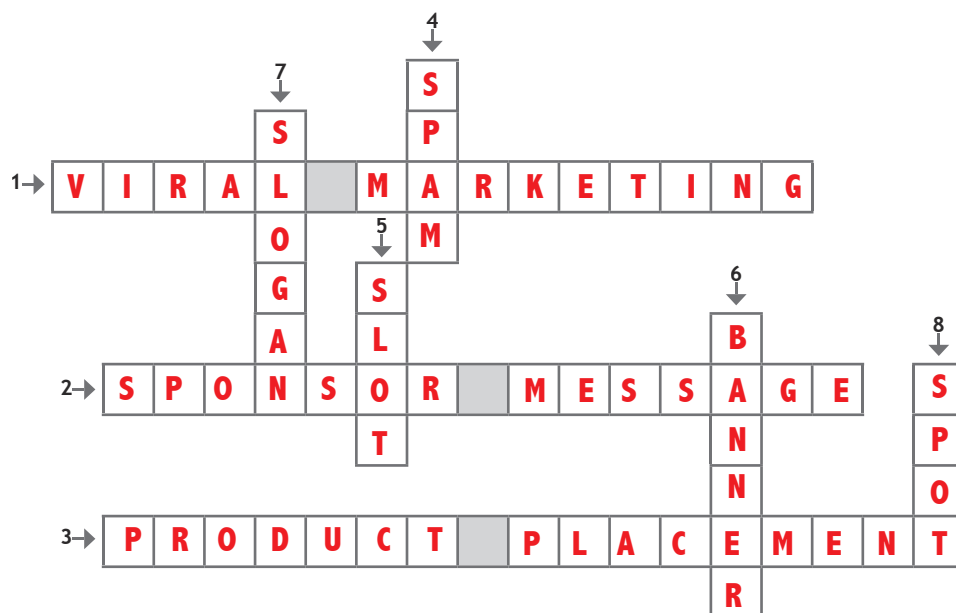
*Marketing is a set of techniques aimed at creating products that meet the needs of consumers. This requires analysing consumer tastes, finding out what their needs and desires are, and developing a series of advertising techniques that will influence their behaviour, so they will buy a given product.*

b. List the ways products are advertised and briefly explain them.

*TV advertising is very extensive, because this is a means of communication that combines two types of language: sound and images. For radio advertising, advertisers need a good text or slogan and music that captures the attention of listeners to reinforce the message. Static advertising is also called outdoor advertising, on roads, in the streets, at stadiums, etc. And printed advertising appears in magazines and newspapers. Direct advertising is done by personal delivery of a brochure of a particular product.*

11. Complete the crossword below and you will have a summary of the most common advertising formats in different media.

- Advertising format based on the "social network" effect and mobile services used to reach a large number of people as quickly as possible.
- They are usually played at the beginning and end of a given programme and refer to the brand sponsoring the programme.
- An advertising technique consisting of the insertion of a product in a disguised form in a TV series, film, soap opera, talk show, etc.
- Advertising format using email to send large amounts of messages via email.
- Short voice messages interspersed between radio programmes.
- Advertising means displayed horizontally on a computer screen.
- A short, expressive, easy-to-remember message that aims to capture public attention.
- The most widely used format for television advertising, usually short.





## 6. THE USE OF MUSIC IN ADVERTISING

### 6.1. FUNCTIONS OF MUSIC IN ADVERTISING

12. Music plays a specific role within an advertising spot or commercial. Explain briefly why music is important in each of these functions.

a. Reinforcing the content of the ad. \_\_\_\_\_

*The main purpose is to highlight or reinforce the content of the advertisement. Along with the words and images, music plays a key role in the appeal or attraction of a TV commercial.*

b. Support for memorising the message and product. \_\_\_\_\_

*The effectiveness of an ad depends on how often it is recalled or remembered by the consumer, and sometimes the music used in a commercial can help to do this. Based on this idea, most music used in advertising is simple in structure and easy to retain.*

c. Capturing the listener's attention and provoke interest in the message. \_\_\_\_\_

*Music serves to attract consumer attention from the first moment, and awaken their interest in the message.*

d. Facilitating audience targeting. \_\_\_\_\_

*This kind of music serves to divide population groups into the right target for promotion. Depending on the target (age, social class, lifestyle, etc.), the music is chosen for each style of advertising.*

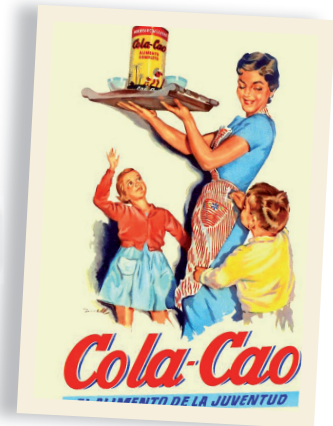


**6.2. TYPES OF MUSIC USED IN THE ADVERTISING****6.2.1. Original music**

**13.** Original music is specifically created for a particular commercial, and there are several types. Complete the sentences using the right words.

JINGLE / ORIGINAL SONG / GENERIC MUSIC / SOUNDTRACK MUSIC

- a. Its purpose is to support the images and emphasise the advertising message. This music is very similar in purpose to using music in films. SOUNDTRACKS
- b. These are advertising songs with lyrics mentioning the product being advertised. JINGLE
- c. This is created especially for an ad, but does not necessarily talk about the product or the brand. ORIGINAL SONG
- d. This is like music identifying a product, but only instrumental, ie, with no lyrics. GENERIC MUSIC



**14.** The following ads contain original music composed exclusively for it. Can you indicate the right type for each?

**VIDEO 18 workbook**

GENERIC MUSIC

**VIDEO 19 workbook**

JINGLE

**VIDEO 20 workbook**

ORIGINAL SONG

**VIDEO 21 workbook**

SOUNDTRACKS



### 6.2.2. Borrowed or pre-existing music

15. Borrowed or pre-existing music has already been composed and is just being used in a commercial. Among the various types, give the right one for each exercise.

COVER / ADAPTATION / SONG / LIBRARY MUSIC

- a. The ad includes an original without any modification. \_\_\_\_\_

**SONG**

- b. These include songs that are available free or at very low cost, often because the copyright has expired. \_\_\_\_\_

**LIBRARY MUSIC**

- c. This kind is very similar to those created by the original author or composer. **COVER**

- d. This is a modified version of a known song, with variations in the music or the lyrics.

**ADAPTATION**



16. The following ads contain non-original music, ie, previously existing music. Can you indicate the right type for each one?

#### VIDEO 22 workbook

**MUSIC LIBRARY // Music: Casta diva from the opera "Norma", V. Bellini.**

#### VIDEO 23 workbook

**ADAPTATION // Music: "Eye Of The Tiger" by Survivor**

#### VIDEO 24 workbook

**COVER // Music: "Libre" by Nino Bravo**

#### VIDEO 25 workbook

**SONG // Music: "Changes", a song by the Paris duo Faul & Wad Ad.**





17. Now you are going to play the role of an advertiser. You have to choose a product for each of the listening exercises, but remember to take into account these considerations:

**Listening 43** *Free answer. Music: Tchaikovsky's Flower Waltz*

- a. Type of audience you can attract with this music. \_\_\_\_\_
- b. What product can you promote with this music. \_\_\_\_\_
- c. Invent a name or brand for your product. \_\_\_\_\_
- d. Create a slogan for your product.

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- e. Invent an argument or plot for the ad.

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- f. Give a description of the characters and the props or stage setting you need.

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**Listening 44** *Free answer. Music: Golden Skans by Klaxons*

- a. Type of audience you can attract with this music. \_\_\_\_\_
- b. What product can you promote with this music. \_\_\_\_\_
- c. Invent a name or brand for your product. \_\_\_\_\_
- d. Create a slogan for your product.

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- e. Invent an argument or plot for the ad.

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- f. Give a description of the characters and the props or stage setting you need.

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18. As a summary of this unit, make an analysis of an advertisement based on the following points:

**VIDEO 26 workbook “Analysis of an Advertisement”**

- ✓ Medium where the ad will be placed (radio, television, billboards, etc.): TV
- ✓ Spot duration: 00:20 minutes
- ✓ Product: A chain of superstores selling appliances, basic computing and electronics.
- ✓ Brand: MEDIAMARKT
- ✓ Slogan: MEDIAMARKT YO NO SOY TONTO
  
- ✓ Motivations for consumers to buy the product (physiological, safety, prestige...): Products that reaffirm your own self-satisfaction. This chain store sells products that “enhance our quality of life”, such as washing machines, computers, mobiles...
- ✓ Target audience (new consumers, habitual consumers, cognitive...): Aimed at the economical consumer looking for bargains and usually conformists in terms of products.
- ✓ Gender (for men only, women only, for both sexes), etc.): No difference
- ✓ Age group (children, youth, adults, seniors...): For adults in general, but they also have youth products.
- ✓ Colours used (relation of colours used with message): Red is the colour typically used for advertising backgrounds, both on television and printed.
- ✓ Image being presented /impression produced (pleasant, close to reality, fantastic...): They use a lighthearted, comic image. First a man falls to the ground when trying to lean on a washing machine, meaning that the products get sold practically immediately and disappear from the store.
- ✓ Music (classical style, pop, electronic / original, pre-existing...): This is a happy birthday song, but in a rock version, therefore it is an adaptation of the original song (pre-existing). This music was used to announce their tenth anniversary.
- ✓ Reasons for purchasing the product: The main reason is that product price are low. The voiceover says these are super-selling products at Mediamarkt, because they offer incredible prices.

19. Now that you have already mastered just about all advertising strategies, you are going to create an ad in accordance with the specifications given (you can choose either of the two proposals). You can also create one of your own choice.

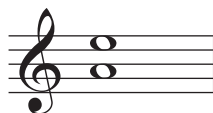
- a. Timeframe for the ad: Christmas holidays / summer vacation /
- b. Theme: free, although it must relate to these dates and promote a consumer product for this particular time.
- c. Duration of spot: at least 2 minutes, maximum 4 minutes.
- d. Presentation format: your ad can be advertised on either radio or television.
- e. Music to be used: classical / pop.
- f. Explanation of the following details:
  - a) Age and gender of the target audience.
  - b) Character of the ad.
  - c) Slogan.
  - d) Specification of product characteristics in accordance with the list of priorities.
  - e) Group of individuals being targeted.
  - f) Explanation of the “colour language” used (for the “image” format).

*Free answer.*



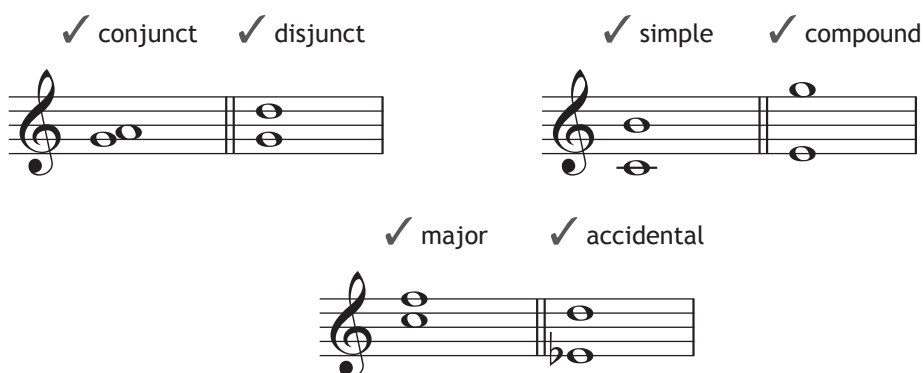
## SECTION 3 MUSICAL CREATION

The distance in tone between 2 different notes that sound simultaneously, that is, when played at the same time, is also called an interval. This type of interval is called a **harmonic interval**, and it is classified in the same way as the melodic interval.



*a 5th*

Segons quina siga la segona nota que forma l'interval harmònic, pot ser:



So, when we add another note to these two notes forming a harmonic interval, we get what is called a **chord**. Here is an example of how a chord is written:



When various notes (minimum 3) are sounded at the same time they are called a **chord**.

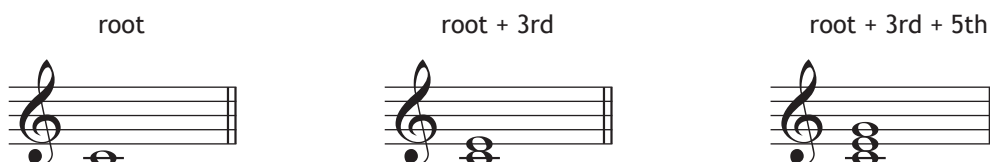
Chords have at least three sounds, but there are chords with more notes as well: 4, 5, 6 or more.

**Classical chords**, or **triads**, are made up of superimposed thirds counting from the note generating the chord called the **root**. The sounds of a chord are counted from the lowest note up to the highest note.

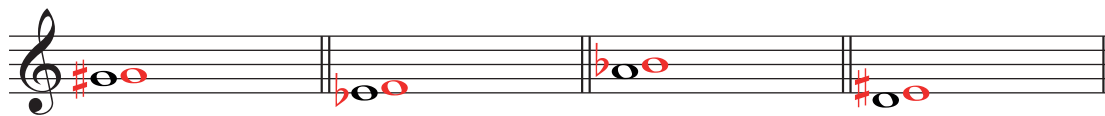
Chords **formed of 3 notes** are called **triads**.

To build this type of chord, first you place the root note, or lowest note.

Above this you place the other two notes of the chord (the 3rd and 5th) bearing in mind that there is an interval between each of them of a 3rd.



1. Write in the second note to obtain a harmonic interval that is accidental, simple, consonant.



2. Write in the missing note for the following harmonic intervals:

- a. 4th, accidental, disjunct and simple
- b. 6th, disjunct, natural and simple
- c. 7th, simple, natural and disjunct
- d. 11th, compound, accidental, disjunct



3. Cross out the wrong answers.

- a. The issuance of several sounds simultaneously (at least 3) is called **symphony** / **chord**.
- b. The fundamental note of a chord is the most **acute** / **severe** of the three .
- c. The chords are formed from the root remote **fifth** / **third**.
- d. The sounds of a chord are arranged **vertically** / **horizontally**.
- e. Chords formed of 3 notes are called **trio** / **triads**.

4. Write triads using the note shown on the bar as the root.



5. Write triads using the note shown on the bar as the 5th.



6. Write triads using the note shown on the bar as the 3rd.





## LISTENING EXERCISES

### Unit 1

- Listening 1** *Rinaldo (Aria)*, G.F. Handel
- Listening 2** Opera instrumentation 1
- Listening 3** Opera instrumentation 2
- Listening 4** Opera instrumentation 3
- Listening 5** Opera melody 1
- Listening 6** Opera melody 2
- Listening 7** *Idomeneus, King of Crete*, W.A. Mozart
- Listening 8** *The Marriage of Figaro*, W.A. Mozart
- Listening 9** *La Revoltosa*, R. Chapí
- Listening 10** Zarzuela instrumentation 1
- Listening 11** Zarzuela instrumentation 2
- Listening 12** Zarzuela instrumentation 3
- Listening 13** *Dance of the Twins*, Central African Republic
- Listening 14** Musical 1
- Listening 15** Musical 2
- Listening 16** Musical 3
- Listening 17** Musical 4
- Listening 18** Musical 5
- Listening 19** Musical 6

### Unit 2

- Listening 20** *Psycho*
- Listening 21** *Ghost*
- Listening 22** *Walt Disney*
- Listening 23** *Superman*
- Listening 24** *Life is Beautiful* 1
- Listening 25** *Life is Beautiful* 2
- Listening 26** *Life is Beautiful* 3
- Listening 27** *Life is Beautiful* 4
- Listening 28** *Shine*
- Listening 29** *Jurassic Park*
- Listening 30** *Les Choristes*
- Listening 31** *Braveheart*
- Listening 32** *Iron Man*
- Listening 33** *Rocky*
- Listening 34** *2001, A Space Odyssey*
- Listening 35** *Schindler's List*
- Listening 36** *Cradle Song*, Brahms
- Listening 37** *Wedding March*, Mendelssohn
- Listening 38** *Funeral March*, Chopin
- Listening 39** *Limelight*, Charlie Chaplin
- Listening 40** *The Ten Commandments*
- Listening 41** *The Man with the Golden Arm*
- Listening 42** *Citizen Kane*
- Listening 43** *Indiana Jones*
- Listening 44** *Star Wars*
- Listening 45** *Jaws*
- Listening 46** *Harry Potter*
- Listening 47** *Batman*
- Listening 48** *Braveheart*
- Listening 49** *Pulp Fiction*
- Listening 50** *Stargate*
- Listening 51** Voice 1



- Listening 52** Voice 2
- Listening 53** Voice 3
- Listening 54** Voice 4
- Listening 55** Voice 5

### Unit 3

- Listening 1** *Amen*
- Listening 2** *Go Down Moses*
- Listening 3** *Honey Honey*, Ray Charles
- Listening 4** Blues composition
- Listening 5** *Piano Concerto No. 5*, Beethoven
- Listening 6** *Waltz No. 7*, Chopin
- Listening 7** *Maple Leaf Rag*, S. Joplin
- Listening 8** *High Society*, King Oliver's Creole Jazz Band
- Listening 9** *Sugar Foot Stomp*, Kid Ory
- Listening 10** *Tiger Rag*, Original Dixieland Jazz Band
- Listening 11** *What a Wonderful World*, Louis Armstrong
- Listening 12** *In The Mood*, Glenn Miller
- Listening 13** *Slow Boat to China*, Charlie Parker
- Listening 14** *Cool Jazz*, Miles Davis
- Listening 15** Trumpet
- Listening 16** Trombone
- Listening 17** Trumpet with mute
- Listening 18** Trombone with mute
- Listening 19** *One for Daddy*, Cannonball Adderley
- Listening 20** *First Take*, Ornette Coleman
- Listening 21** *Mission to Moscow*, Benny Goodman
- Listening 22** *Maple Leaf Rag*, S. Joplin
- Listening 23** *Blue in Green*, Miles Davis
- Listening 24** *Crazeology*, Parker & D. Gillespie
- Listening 25** *Moanin'*, Charles Mingus
- Listening 26** *Vulcan Worlds*, Chick Corea & Al Di Meola
- Listening 27** *Just the Two of Us*, George Benson
- Listening 28** *Intro*, Tito Puente
- Listening 29** Lincoln Center Orchestra & Wynton Marsalis
- Listening 30** St Germain & Herbie Mann
- Listening 31** *Far Away*, Bill Frisell
- Listening 32** *Cotton Club*, Wayne Horvitz
- Listening 33** *Cotton Vostok*, Triosk
- Listening 34** *B-Boy*, Crown City Rockers
- Listening 35** *Una Noche en el Central*, Pedro Iturralde
- Listening 36** *Spain*, M. Camilo & Tomatito
- Listening 37** *Rhapsody in Blue*, G. Gershwin



### Unit 4

- Listening 1** *If Tomorrow Never Comes*, Garth Brooks
- Listening 2** *American Patrol*, Glenn Miller
- Listening 3** *Sweet Little Angel*, B.B. King
- Listening 4** *Pinetop's Boogie Woogie*, Clarence Smith
- Listening 5** *Let's Play Boogie Woogie*
- Listening 6** *Driftin' Blues*, Eric Clapton
- Listening 7** *Sing, Sing, Sing*, Benny Goodman
- Listening 8** *The Gambler*, Kenny Rogers
- Listening 9** *The Hipster*, Harry Gibson
- Listening 10** *Ain't That a Shame*, Fats Domino



- Listening 11** *Rock Around the Clock*, Bill Haley & The Comets
- Listening 12** *Jailhouse Rock*, Elvis Presley
- Listening 13** *Help*, The Beatles
- Listening 14** *Satisfaction*, The Rolling Stones
- Listening 15** *Hurricane*, Bob Dylan
- Listening 16** *Purple Haze*, Jimi Hendrix
- Listening 17** *Shine On You Crazy Diamond*, Pink Floyd
- Listening 18** *Days of Future Passed*, Moody Blues
- Listening 19** *Smoke on the Water*, Deep Purple
- Listening 20** *Highway to Hell*, AC/DC
- Listening 21** *God Save the Queen*, The Sex Pistols
- Listening 22** *Saturday Night Fever*, Bee Gees
- Listening 23** *Atom Heart Mother*, Pink Floyd
- Listening 24** *The Trooper*, Iron Maiden
- Listening 25** *I Will Survive*, Gloria Gaynor
- Listening 26** *Hey! Ho! Let's Go*, The Ramones
- Listening 27** *Roxanne*, The Police
- Listening 28** *Radioactivity*, Kraftwerk
- Listening 29** *Discipline*, Throbbing Gristle
- Listening 30** *Fade to Grey*, Visage
- Listening 31** *Rap Superstar*, Cypress Hill ft. Eminem
- Listening 32** *The Final Countdown*
- Listening 33** *Thriller*
- Listening 34** *We Will Rock You*
- Listening 35** *Let's Dance*
- Listening 36** *Music is the Key*
- Listening 37** *I Can Feel It*
- Listening 38** *We Came in Peace*
- Listening 39** *Smells Like Teen Spirit*, Nirvana
- Listening 40** *Paranoid Android*, Radiohead
- Listening 41** *Papercut*
- Listening 42** *Rise Above*
- Listening 43** *Dirty Boots*
- Listening 44** *I Bet You Look Good On The Dance Floor*, Arctic Monkeys
- Listening 45** *Take It Or Leave It*, The Strokes
- Listening 46** *Hysteria*, Muse
- Listening 47** *Atlantis to Interzone*, Klaxons
- Listening 48** *The Power of Now*, Steve Aoki & Headhunterz

#### Unit 5

- Listening 1** *La zarzamora*
- Listening 2** *Bésame mucho*
- Listening 3** *Mambo*
- Listening 4** *Dieciséis toneladas*, José Guardiola
- Listening 5** *El rock de la cárcel*, Bruno Lomasuna
- Listening 6** *Quince años*, Dúo Dinámico
- Listening 7** *Submarino Amarillo*, Los Mustang
- Listening 8** *Yellow Submarine*, The Beatles
- Listening 9** *Mejor*, Los Brincos
- Listening 10** *Black is Black*, Los Bravos
- Listening 11** *Get on Your Knees*, Los Canarios
- Listening 12** *La chica ye-yé*
- Listening 13** Soloist 1
- Listening 14** Soloist 2

<b>Listening 15</b>	Soloist 3
<b>Listening 16</b>	<i>Rosas en el mar</i> , L.E. Aute
<b>Listening 17</b>	<i>Mediterráneo</i> , J.M. Serrat
<b>Listening 18</b>	<i>Ser urbano</i> , Asfalto
<b>Listening 19</b>	<i>Paseando por la mezquita</i> , Medina Azahara
<b>Listening 20</b>	<i>Pero que público más tonto tengo</i> , Kaka de Luxe
<b>Listening 21</b>	<i>Bailando</i> , Alaska y los Pegamoides
<b>Listening 22</b>	<i>El ritmo del garaje</i> , Loquillo y Los Trogloditas
<b>Listening 23</b>	<i>Hoy no me puedo levantar</i> , Mecano
<b>Listening 24</b>	<i>A quién le importa</i> , Alaska y Dinarama
<b>Listening 25</b>	<i>Entre dos tierras</i> , Héroes del silencio
<b>Listening 26</b>	<i>Agradecido</i> , Rosendo
<b>Listening 27</b>	<i>Los rockeros van al infierno</i> , Barón Rojo
<b>Listening 28</b>	<i>Cuando era más joven</i> (from the album <i>Juez y parte</i> ) J. Sabina
<b>Listening 29</b>	<i>Un buen día</i> , Los Planetas
<b>Listening 30</b>	<i>Frío sin ti</i> , Navajita Plateá
<b>Listening 31</b>	<i>La flaca</i> , Jarabe de Palo
<b>Listening 32</b>	<i>Jesucristo García</i> , Extremoduro
<b>Listening 33</b>	<i>Corazón partío</i> , Alejandro Sanz
<b>Listening 34</b>	<i>Te he echado de menos</i> , Pablo Alborán
<b>Listening 35</b>	<i>Zapatillas</i> , El Canto del loco
<b>Listening 36</b>	<i>Partiendo la pana</i> , Estopa
<b>Listening 37</b>	<i>En mis venas</i> , Supersubmarina
<b>Listening 38</b>	<i>La estanquera de Saigón</i> , Los Chikos del Maíz
<b>Listening 39</b>	<i>Es imposible, no puede ser...</i> , Megabeat
<b>Listening 40</b>	<i>Poseidón</i> , Danny Ávila

#### **Unit 6**

<b>Listening 41</b>	Advertising slot
<b>Listening 42</b>	Sponsorship
<b>Listening 43</b>	Workbook activity 17
<b>Listening 44</b>	Workbook activity 17



