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The Rolling Stones

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In the 1960s, there were many new generations of artists who proclaimed themselves a unique creation and aspired to make their music the number one hit on the top ten charts for months, lasting to a decade. Bob Dylan, for instance, is an American folk musician whose music has been declared as part of the earliest ‘*greatest songs of all time*’ list by Rolling Stone magazine in 2004, which are “Blowin’ in the Wind” and “The Times They Are A-Changin’”¹. It was the glory days for Americans until five years later, a young British rock group named “The Rolling Stones” had risen up and created a ruckus of wild thoughts, on-going issues, and a movement of the rebellious. They have made a new kind of generational and values demarcation in the popularity. As one knows, The Rolling Stones was so famous and distinctive in their style which ignited an inspiration to many people. The question is, how did they break free from the old mainstream, to be the cause of the new mainstream, and redefined the genre of ‘Rock n’ Roll’? Here, the explanation will be clarified; indicating the significance of how the Rolling Stones created an evolution in Rock n’ Roll, not just as entertainment, but digging deep into issues that led a movement of the rebels; how they changed the world.

The beginning of the Rolling Stones started by the boyhood of two friends; Mick Jagger and Keith Richards. The band forged during the 1950s. Ten years later, Both Jagger and Richards met again towards their college life. Richards; an art student, had

¹ Jack Doyle, “Stones Gather Dollars, 1989-2008,” *PopHistoryDig.com*, 3 December 2008.
< <http://www.pophistorydig.com/?tag=rolling-stones-history> >

the same interests in rock and roll music as Jagger; an economic student from London School of Economics, who is a hardcore blues aficionado. Then, they met guitarist Brian Jones; one of the 'Blues Incorporated' which was fronted by Alexis Korner, the key figure in the early London blues-rock scene. That makes the trio of Jagger, Richards and Jones roommates and musical collaborators. In 1962, which the era was named "International Renaissance for the blues", The Rolling Stones made their first public appearance which included five members; Mick Jagger (lead vocals), Keith Richard (guitarist vocals), Brian Jones (guitarist), Bill Wyman (Bassist) and Charlie Watts (drummer). The name "Rolling Stone" came from Brian Jones, during a phone call from "Jazz News", he saw a Muddy Waters LP lying on the floor of which one of the tracks were "Rollin' Stones". A few years later, the name "Rollin' Stones" was changed to "The Rolling Stones" by Andrew Loog Oldham, former publicist of The Beatles, he also changed Keith Richards's last name removing the 's' to "Keith Richard" because it sounds more 'pop' – the word "pop" might stand for popularity, mainstream or something that the majority would agree to.

During the early years of the band's formation, there were a few good signs indicating their coming of success in the industry. The Rolling Stones got a deal of three times the typical royalty rate for a new act, full artistic control of recordings, and ownership of recording masters which indicated that the band's appearance made a strong impact on society. Not only people were engrossed in their music but they were also taken in the distinctive style of the Rolling Stones in clothing, hair and even their daily lifestyle. Afterwards, they recorded music at "Regent Sound Studios"; a mono facility with egg boxes on the ceiling for sound treatment. Focusing on A.L Oldham's words "The sound leaked, instrument to instrument the right way". This incident linked them to find out a "Wall of Noise" which inspired them to blend this new

inventory with their old rock and roll style together to be the professional band. A.L. Oldham, a young manager-producer, presented the band use of independent studios to position the band more independent than the Beatles by not smiling on their first album's cover or wearing street clothes presenting a bad boy look. Doubtlessly, the stones would come to exemplify the darker, 'bluesier' and more boldly sexual side of rock and roll in a kind of ongoing counterpoint with the Beatles' sunnier, more pop-oriented vistas. All of those denotations are one of a little part which has an effect on world's changes.

“People thought it couldn't be done. We never thought of trying it. We are just here. It's a vague mission you can't give up until you keel over.” Said Jagger². In 1965, the rock song called “Satisfaction” was created by the Stones which became a gigantic hit. This song, nonetheless, was something more than a simply good rock and roll. “Satisfaction” became the pop rock corresponding of what other folk musicians were offering to rather less mainstream audiences. The song lyrics definitely were controversial, offering plenty of attitudes and it became a general anti-establishment national hymn with extensive applicability. Over the years, “Satisfaction” has been accorded high honors in the pantheon of rock and roll. The song has been renowned in various “top 100 lists” by various magazines and other media and rock music venues. The new release of the Stones had made the new wave of rock and roll musical genres and had roughly spread to U.S frequently in that age. The Rolling Stones was a big part in *British Invasion*³: a phenomenon which a group of rock music of British

² “It's Only Rock 'n Roll But We Like It!” *Backtrax Oldies Radio*. 8 October 2010.
< <http://rockhall.com/inductees/the-rolling-stones/bio>>

³ Wikipedia contributors. “British Invasion.” *Wikipedia, The Free Encyclopedia*. 15 Sep 2012.
< http://en.wikipedia.org/wiki/British_Invasion>

Culture including the Beatles, Herman's Hermits and Manfred Man⁴ which became popular in United States. It had a powerful effect in the shape of popular music.

Indeed, many of rock bands in that age could become icon of rock music. The Stones are different from others. They had been recognized by the American Public just as much more "edgy"; they had more influences from black-oriented rhythm and blues which made them separate from the Beatles. Consequently, the Rolling Stones has created a new pop culture that transcends continents and era.

Through their five decades as a band⁵, as you can see, the Rolling Stone's reputation title as the World's Greatest Rock and Roll Band are still going strong and believed to continue pioneering both the mainstream and underground music world into the Millennium. From the past until today, the Stones have huge effects to the new modern era. People change their lifestyles such as the clothing style which got an influence from the band's music and also from the band's artist. Referring to a song of Maroon 5, an American pop-rock band, which named "Move like Jagger", its content refers to male's ability to make female impressed by dancing like Mick Jagger. His performance style has redefined or made the new definition of masculinity. Mick Jagger has always been seen as a sex symbol. The song has hit top chart of several countries. Even though the new era has come up with all new legends, people will never forget many changing effects from this memorable band and it will be going on forever.

⁴ Admin. "A Brief History of the Iconic Rolling Stones." *Music edition*. 21 March 2010.<<http://m-edition.com/RollingStoneshistory.html>>

⁵ Pete Townshend. "The Rolling Stones." *Rock and Roll Hall of Fame Museum*. 14 October 2009. <<http://rockhall.com/inductees/the-rolling-stones/bio>>