



Ready for a Brand New Beat: How "Dancing in the Street" Became the Anthem for a Changing America

Mark Kurlansky

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Can a song change a nation? In 1964, Marvin Gaye, record producer William “Mickey” Stevenson, and Motown songwriter Ivy Jo Hunter wrote “Dancing in the Street.” The song was recorded at Motown’s Hitsville USA Studio by Martha and the Vandellas, with lead singer Martha Reeves arranging her own vocals. Released on July 31, the song was supposed to be an upbeat dance recording—a precursor to disco, and a song about the joyousness of dance. But events overtook it, and the song became one of the icons of American pop culture.

The Beatles had landed in the U.S. in early 1964. By the summer, the sixties were in full swing. The summer of 1964 was the Mississippi Freedom Summer, the Berkeley Free Speech Movement, the beginning of the Vietnam War, the passage of the Civil Rights Act, and the lead-up to a dramatic election. As the country grew more radicalized in those few months, “Dancing in the Street” gained currency as an activist anthem. The song took on new meanings, multiple meanings, for many different groups that were all changing as the country changed.

Told by the writer who is legendary for finding the big story in unlikely places, *Ready for a Brand New Beat* chronicles that extraordinary summer of 1964 and showcases the momentous role that a simple song about dancing played in history.

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Ready for a Brand New Beat: How "Dancing in the Street" Became the Anthem for a Changing America can be one of your nice books that are good idea. Most of us recommend that straight away because this reserve has good vocabulary that could increase your knowledge in language, easy to understand, bit entertaining but nevertheless delivering the information. The author giving his/her effort to get every word into enjoyment arrangement in writing Ready for a Brand New Beat: How "Dancing in the Street" Became the Anthem for a Changing America but doesn't forget the main place, giving the reader the hottest and based confirm resource data that maybe you can be one among it. This great information may drawn you into brand-new stage of crucial considering.

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