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Power pop (also typeset as powerpop) is a subgenre o

f rock music and a form of pop rock[2] based on the early music of bands such as

the Who, the Beatles, the Beach Boys, and the Byrds.[3][4] It typically incorpo

rates melodic hooks, vocal harmonies, an energetic performance, and cheerful sou

nding music underpinned by a sense of yearning, longing, despair, or self-empowe

ment. The sound is primarily rooted in pop and rock traditions of the early to

mid-1960s, although some artists have occasionally drawn from later styles such

as punk, new wave, glam rock, pub rock, college rock, and neo-psychedelia.

Originating in the 1960s, power pop developed mainly among American mus

icians who came of age during the British Invasion. Many of these young musician

s wished to retain the "teenage innocence" of pop and rebelled against

newer forms of rock music that were thought to be pretentious and inaccessible.

The term was coined in 1967 by the Who guitarist and songwriter Pete Townshend

to describe his band's style of music. However, power pop became more widely

identified with later acts of the 1970s who sought to revive Beatles-style pop.

Early 1970s releases by Badfinger, the Raspberries, and Todd Rundgren a

re sometimes credited with solidifying the power pop sound into a recognizable g

enre. Power pop reached its commercial peak during the rise of punk and new wave

in the late 1970s, with Cheap Trick, the Knack, the Romantics, Nick Lowe, Dave

Edmunds, and Dwight Twilley among those enjoying the most success. After a popul

ar and critical backlash to the genre's biggest hit, "My Sharona"

(The Knack, 1979), record companies generally stopped signing power pop groups,

and most of the 1970s bands broke up in the early 1980s.

Over subsequent decades, power pop continued with modest commercial suc

cess while also remaining a frequent object of derision among some critics and m

usicians. The 1990s saw a new wave of alternative bands that were drawn to 1960s

artists because of the 1980s music they had influenced. Although not as success