

Music Gimmicks sell bands

by babs goldberg

staff writer

Almost everyone has been convinced by some type of gimmick. Advertisers frequently use them in pet food commercials when a talking dog can persuade thousands people to buy a specific dog food.

People are also often tricked by book covers and movie titles which are more exotic than the stories beneath them.

Another artifice exists in the music world. Many bands, such as the Beatles, had sell-out concerts strictly because of their talents. But, now, about twenty years later, a band is associated with its image instead of its artistry.

Elton John, an excellent pianist and singer, is often associated with his wild glasses instead of one of his songs like *Goodbye Yellow Brick Road* or *Lucy*

in the Sky with Diamonds.

Usually, the only diamonds people think of are the ones surrounding his shades.

The members of Run DMC do not wear crazy glasses, but are known for another trademark. After watching their video or concert, a person would probably remember their thick gold rope chains before they recalled their remake of the Aerosmith song, *Walk This Way*.

The musicians in Van Halen probably will not be remembered walking any way, though. They are known for jumping around the stage during their performances. Their song, *Jump*, is a dead give away.

Poison, however, does not need a song called *Glam Rockers* to explain their trademark. People probably associate the band with their tashy

clothes, colored guitars, long hair, and make-up, more than the lyrics of their hit, *Talk Dirty to Me*.

Although they are not also glam rockers, Christian rock band, Stryper, is usually identified with their black and yellow striped clothes. This band's name seems to reveal their guise.

David Lee Roth may even have some black and yellow clothes in his wardrobe. He, perhaps, has the largest spandex collection of any rocker. In many of his videos he changes his pants more times than he changes his pitch.

The only thing Cyndi Lauper wants to change frequently is her image. A V.J. on MTV recently said that Lauper strives for a new presence with each album. When her album, *True Colors*, was released, there were probably more colors in her hair than on the album cover.

Though it is obvious that many bands strive on having a trademark, it is difficult to determine whether these groups are at fault for supplying their fans with an image to grasp, or if their audiences are paying too much attention to inevitable trademarks — thus, causing the bands to play up their set images even more.

Maybe Madonna wears revealing clothes because she becomes over-heated when she dances and needs to keep cool on stage.

And maybe Alice Cooper and Ozzy Osbourne enjoy being morbid and never really meant to be associated with rodents.

These trademarks do, though, serve a practical purpose—without them it would be a hard task distinguishing one band from the next, and watching MTV could become monotonous.

Calendar

October 8-18

PLAY: *Facelifting at St. Abigail*. Wed.-Sat., 8 pm; Sun., 2 pm Judy Bayley Theatre. 739-3353 or 739-3801.

October 11

Concert: Robert Portney, violinist, with UMS Orchestra. 2 pm. Artemus Ham Concert Hall. Free. 739-3332.

October 12

Art Lecture: "A Photographic Vision: Two photographers Discuss Their Work." Louis Baltz & Anthony Hernandez. 7 pm. Alta Ham Fine Arts 229. Free. 739-3237.

October 13 & 15: "Jazz Dance." Winston DeWitt Hemsley. 2 pm. Alta Ham Fine Arts 110. Free. 739-3827.

October 14

Master Series: Jazz Dance. Liege Philharmonic. 8 pm. Artemus ham Concert Hall. 739-3535.

October 20

University Forum Lecture: "Folklore of Festivals." Carl Lindahl. 2:30 pm. Wright Hall. 116. Free. 739-3401.

Concert: Jazz Ensemble I 8 pm. Judy Bayley Theatre. 739-3332.

Race: Thompson's Off-Road Race. 8pm. Sam Boy's Silver Bowl. Call for prices. 739-3900.

October 22-25

Dance Concert: *Giselle Nevada Dance Theatre*. Thurs.-Sat., 8 pm; Sun. 2 pm & 7 pm. Judy Bayley Theatre. 739-3838.

October 29- November 8

Play: *Stop the World I Want to Get Off*. Wed.-Sat., 8 pm; Weekends, 2 pm. Black Box Theatre. 739-3353 or 739-3801.

October 31

Dance Lecture/Film: "Modern Dance" L. Martina Young. 6 pm. Alta Ham Fine Arts 110. Free. 739-3827.

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IT'S NOT NICE TO POINT — unless you were at Roctoberfest. Local rock band, The Point played the UNLV festival on Oct. 2.

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