**The 70’s**

**The 70’s was the decade that took Black Music to a whole new level. Artists’ like Marvin Gaye, James Brown and Curtis Mayfield began producing soundtracks for Black Exploitation movies. Harmony groups started mixing their vocals with strings producing a smoother and richer sound. Funk bands or what were called Full Service bands like EWF, The Commodores and Parliament/Funkadelic dominated the 70’s. This drew consumers to the record stores to by more albums, not like the 60’s that was driven by the 45 single. There were groups like the Isley Brothers and The O’jays that put out classic love songs and funky tunes that got you on the dance floor. Disco Music came to live in the 70’s but the funk never stopped. At the end of the decade there was a new sound coming out of college campuses and streets of the North East…it was called Rap and music would never be the same.**