

## Abstract

Music is an essential part of our lives. The world wouldn't be the same without it. Everyone is so enthralled by music that whether they are bored or they are working, music is often times the thing that they want to have playing in the background of their life. A. The wide range of genres allows people to choose the type of music they want to listen to. The music can range from soothing and light forms to the heavy metal instrumentals and vocals. . Many singers and artists are working in the music industry, and many of them have served a lot to this industry. Best sellers of the artists are appreciated in the whole world. It is known know, music knows no boundaries are when a singer does a fantastic job; they become famous all across the globe. Sadly, as time goes on musicians pass away however, their legacy remains very much alive have passed, but their names are still alive. The world still listens to their music and appreciates their work. One such singer is Michael Jackson. His album Thriller broke the records and was the best seller. No one can be neat the files of the king of pop. Similarly, Pink Floyd made records by their album The Dark Side of the Moon. It was an enormous economic and critical success. Many teens are still obsessed by the songs of Pink Floyd. AC/DC gave an album called Back in Black. This was also one of the major hits of that era. All these records are still alive. These have been remixed and remastered, but people love the original ones. The sales of these three albums broke the records, and the copies are still available in the market which shows that these albums still have the potential to grab the customers. The greatness of the artists and the albums is judged by the revenue it generates from its sales, and these records have made millions of its producers and directors. The artists are still known in the world for their work. Every artist has a dream to become like Michael Jackson or AC/DC. This shows the success behind the some

of the greatest selling albums in history. The primary focus of this paper will be the success and history behind these three albums: Michael Jackson's Thriller, AC/DC's Back in Black, and Pink Floyd's The Dark Side of the Moon.

## Introduction

### **Michael Jackson and Thriller**

Michael Jackson is believed to be the king of pop music. He was Black, yet loved by everyone. Music does not discriminate against gender, race or sexual orientation. There was no racial discrimination when it came to his track and albums. He gave many hits and topped the billboard's many times. His records are still unbreakable. Jackson came up with the thriller in the perfect timings of his careers. That era was a dream to achieve stardom, and he did it. The birth of Thriller gave me the desired success. It was his sixth studio album which is still being heard in the world. The entire album was a big hit, and the single songs of the album are still in the playlists of many.

Then the paper discusses the band, Pink Floyd. The famous English Rock band Pink Floyd gave their iconic album The Dark Side of the Moon in 1973. It was released on the 1<sup>st</sup> March by the Harvest Records. This was a remarkable success. They gained a lot of critical acclaims and made it a huge commercial success as well. The early work of the album was done by Syd Barrett, but unfortunately, he died in 1968. He was the founding member of the band, and this album reflects that it lacks the flavor of Syd. The album is all about the greed and conflicts which grow with the passage of time and result in mental illness. The album is believed to be inspired by Barrett's

mental health which was not so good, and he was suffering due to deterioration of his mental health.

AC/DC's Back in Black is something which is unbelievable. What you expect out of a rock album, the music, the riffs being played and the lyrics that covers the casual sexism, double attitude towards sex, and alcohol which resulted in the loss of the vocalist of the band. Angus young, the guitarist for the band played the riffs which run down to your spinal cord and can make you explode.

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#### Michael Jackson "Thriller."

Michael Jackson is believed to be the king of pop music. He was Black yet loved by everyone. There was no racial discrimination when it came to his track and albums. His stage presence was mesmerizing. He currently stands as the 7th greatest selling artist of all time, only behind artist like Elton John, and the Beatles. Some of his prime albums include Bad, Off the Wall, and Dangerous. Thriller's success is partially based on the timing of it's release. He seized the early 80's of music to further solidify his legacy and impact in music. The birth of Thriller gave me the desired success. It was his sixth studio album which is still being heard in the world. The entire album was a big hit, and the single songs of the album are still in the playlists of many. The videos of these tracks were so beautifully pictured that they change the image of Michael Jackson. He appeared like a guy who was more in front of the screen than being behind the mic. Thriller was a full album with seven single, and each of these songs was a top hit. The singles of

the album helped the company to increase sales. Each song of the album generated millions in revenue.

Thriller penetrated the markets and made ways to the billboards in that time when no album was getting more attraction, and it was the era of the Beatles domination. Thriller made hundreds of sales not only in European states where people had English as their first language, but the chords of MJ's music were heard all over the globe. The people in Japan were totally in love with those songs. Usually, other cultures do not support European artists, but Jackson broke the trends and grabbed love and attention from the places where English was not liked.

Thriller hit the markets in 1982 on 30<sup>th</sup> November; it was presented by the Epic Records and CBS Records. It was full of rock, pop and funk music, the production budget for the album was \$750,000. It was produced by Quincy Jones. Michael said it was lucky for him to build with Jones. Jackson not only did thrilled with him but Off the Wall and Bad was also done by Jones. Jones had an independent career too, but he appeared as the shining star in production and show organizer. Quincy Jones-produced Thriller and Jackson wrote four songs from this album.

In one year, it crossed the boundaries of the records and it still on the top of the people's playlists. It is still the World's best-selling album. It is said to have sold 65 million copies. This number is extremely surprising for any album. Thriller was the first album of United States of America this was certified as 33<sup>x</sup> multi-platinum because Thriller sent 33 million units to people. It broke the records of the previous albums and in 1984 won Grammy Award. It also scored the top Album of the Year. The album had seven single songs, and each one of them topped the charts. One of the best most notable aspects of the album was that it broke the racial bridges of the world. The black people felt proud of a black artist ruling the world and making people dance

to his beats. Michael Jackson appeared many times on the MTV and met the President of America in the white house as a gift from the state. Repeatedly played on MTV.

Thriller is an album which is led many times till date and the re-release of the album are increasing the number of sales. The first released captured many customers, but it grabbed, even more, attention when it was published in CDs. Furthermore, the sales were boosted when in 2001 it came up with remastered bonus and after that it was again launched at the silver jubilee of the album. At all these occasions, people grabbed a copy of the record and increased the sales.

Another addition initiated by the company came up in 2008. This contained the remixes by many stars of the current era such as Kayne and Akon. They added their flavor, and the album sales were boosted. The idea behind this new release was to grab the fans of MJ. There was nothing new in the album for the listeners but just an essence of the new singers. Michael Jackson died, but his album was again in the list of newly released songs. Therefore, thriller became the album which people bought more on vinyl and less on CDs in its new and fresh form. Thriller penetrated the market and gained the attraction like no artist ever had, and it is never outdated. The beats and the thrill in that music still appeal many people, and even today, the listeners like to enjoy that music and feel nostalgic. Thriller became a way for them to connect to their pasts and the golden era of music.

At that point in time, Thriller was the only album produced with a \$500,000 budget. CBS Records deferred payment for the 3<sup>rd</sup> video of the album and MTV, the biggest forum of music, never paid for the clips they run on the channel. Landis and Jackson then made the payments

from their accounts and asked MTV and Showtime to play the show "The making of Thriller" for 45 minutes on their channels. TV said that if they paid for the movie and documentaries, they will be going against their policies. Landis then made another documentary called The Making of Filler and grabbed the attraction of music lovers.

If we look into the history of Thriller, before Michael was working on an album called Starlight but later Rod Temperton gave the lyrics of the song Thriller. He was a member of the funk band called Heatwave, and he has written many songs for Michael Jackson including Off the Wall and Rock with you.

Michael Jackson gave an opening card and wrote about his faith. He was a Jehovah's Witness. The opening title card to title card of the Thriller short film read, "Due to my strong personal convictions; I wish to stress that this film in no way endorses a belief in the occult". Quincy Jones, who was the producer of the album, said that when they were recording the album in Los Angeles, they observed the faith of Michael Jackson which was liked by many fans and they were impressed by his ideology. This helped him to gain publicity.

Another major reason for this hit was the lyrics. The wording of the song was the prediction of the future. They knew that coming days were on the horizon. The metaphor of werewolf used in the song was explained by the director saying that when puberty hits, people will grow hair and their organs will be growing and swelling. They said that everyone goes through the phase of adolescence and see the transformations occurring to them physically. Landis said that we all experience this and it's a concept about the metamorphosis. This was a unique and safe idea for Jackson to read and write about the puberty and its outcomes.

The directors starred former *Playboy* Playmate Ola Ray along with Michael Jackson. She was already famous and had many fans. She has already marked her presence in Beverly Hills Cop and Cheers. She has gained attraction due to her music video for the song Give me the night which was sung by George Benson. The presence of an already known star adds a lot to the new releases. As they have the fan following, so it becomes easy for the new album to grab the customers and gain maximum sales. Therefore, Quincy, Jackson, and Landis made great use of the brand equity of Ola Ray.

**Michael Jackson had fame because of his dance. His moonwalk was his most appreciated step, and many people wanted to follow that. Fred Astaire, the major Hollywood star went to see the rehearsals of Thriller. He was a big fan of Jackson's moves. Michael Jackson even taught his steps to Fred, mainly the moon walk. The interest of such a big Hollywood icon boosted the advertisement of the album and people were curious to know what is in the album when they heard that Fred went to attend the rehearsals. It played for MJ.**

Coming to the dance in the thriller, the choreography was beautifully done. When we know it's an album by MJ, a person can never imagine it with killer moves and excellent dance. Michael Peters was a member of Beat It gang. He was famous for his dance and choreography. There is a list of the dance hits given by him including Pat Benatar song called "Love Is a Battlefield" and Michael Jackson's another hit "Beat it." He has the honor of winning Tony on his remarkable work. He was hired to choreograph Thriller. Therefore, the dance was an epic one, and people loved it.

The popularity of zombies and dancing skyrocketed after the video made its debut. The music of thriller was a treat to those who love zombie dancing. Many people did their zombie routine on this song, and it holds a world record in *Guinness Book of World Records* that "13,597 participants in an event organized by the Instituto de la Juventud del Gobierno del Distrito Federal at the Monumento a la Revolucion, Mexico City, Mexico, on 29 Aug 2009.

The director of the album Landis said that thriller was a vanity video. The album has all monster stuff because of the singer, MJ, wanted it to appear like that. Nothing was planned, and it just happened. The director made a clarification that Harvard Business School has a course in which they teach Thriller but the director himself believes it stupid. The album was a hit and a great financial success because of the way Michael Jackson wanted it to be. There were no missions to gain so many revenues. But we can judge the success of the album based on the fact that Business schools are offering courses over it to study the underlying facts and causes of huge success.

Thriller has a very haunting video, and many people believed that it could possess them. There is a case of 9 years old boy that was afraid to watch the video because whenever the video was on TV, he used to leave the room. He felt as if he will get possessed. This feature shows the strong performance of Michael that people believed they would be possessed by him. The screen presence was so effective that people could feel the essence of the song.

Another crucial factor of the success is that the video of the album had the power to look as good in Lego too. When it was rendered in Lego, it was as good as any other Legos. This was a very basic success need of the album, and they did it effortlessly.

## Pink Floyd: The Dark Side of the Moon

The famous English Rock band, Pink Floyd released their iconic album The Dark Side of the Moon in 1973. It was released on the 1<sup>st</sup> March by the Harvest Records. This was a remarkable success. Although Pink Floyd received a lot of critical acclaims, they still managed to gain tremendous commercial success. The early work of the album was done by Syd Barrett, but unfortunately, he died in 1968. He was the founding member of the band, and this album reflects that it lacks the flavor of Syd. The album is all about the greed and conflicts which grow with the passage of time and result in mental illness. The album is believed to be inspired by Barrett's mental health which was not so good, and he was suffering due to deterioration of his mental health.

The album was recorded in two sessions total. The first in 1972, and the other in 1973. Both took place in London. The newest technology of the time was used in creating the record. They utilized tape loops and multi-tape recordings for their work. Interviews with the band revealed that the theme of the album would have dark undertones for the listeners.

The album was a huge success on the billboard's top LPs and tapes, and it stayed on that slot for 741 weeks which means that it was hit since 1973 and till 1988. It was the most successful album by Pink Floyd, and it sold almost 45 million copies. This was the best-selling album of the world. Due to huge success, it was remixed and remastered and has hit the markets twice. It has managed to gain the same response every time. There are two singles in the album, Money and "Us and Them. Pink Floyd never made such a beautiful and fruitful album before. Till date, it is their most popular album which is loved by fans, and it has left its mark on the current

generation as well. Not only the people of that time loved it, but even today, they have the huge fan following, and the critics still appreciate their work.

The band was famous for their extended instrumental excursions. Pink Floyd based the entire album on their experiments and experiences they had while performing and in their lives. The instrumental tour became their signature after the death of the founding member, Syd. The new member who replaced Syd was Barret. He then worked with the band, but their songs and lyrics depict that they missed Syd in all that time. The lyrics and the theme of the album were very realistic and showed the expressions of insanity, greed, and conflict and also the signs of deteriorating mental state of their beloved member Syd. Syd was the primary composer, and he used to write lyrics. The lyrics of their tracks were philosophical and very deep.

The album has good and continuous music. The first five tracks show the human life and various stages which an individual goes through it starts from the beginning of life and goes till the end when the heart stops beating. The album is full of the experiences and situations which a man faces in his entire life. The songs like “Speak to me” and Breath are about the life and the threats that it pose to an individual.

The album begins with a 90-second instrumental music which is loved by the listeners. It matches the philosophical theme which connects in the album. The first song is Speak to Me, which is a blend of the maniacal laughter and mix looped sound effects. The song has lyrics like “I’ve always been made” with intense music. These effects together with the words gain the attraction of the listeners. This song was dedicated to their drummer Nick Mason. The mesmerizing effects of music and soaring vocals of Clare Torry add fuel to this song.

The second song is a smooth and gentle song called Breathe. It gives a feel of flying in the clear sky with no stress in mind. The bass line is extremely melodic, and the percussion is because of the electric guitar and lap steel. Double tracked harmonies light up the feel of the song. A line of this song, as reprise version is also included in another track called "Time." This song is one of the best of their work which takes the audience to another world and gives them a very light and soothing effect.

On The Run is the longest song on the album and it has tape loops with unique sound effects. The drum beats and blips and beeps in the song give a dark tone. The dark tone of the song is because of the voices like an aircraft which crashes. This gives a very alarming and high feel to the listeners. They like to feel the metallic music when they are stressed, or they want to forget their surroundings.

Time is the fourth song of the album. Pink Floyd gave a beautiful opening to the song with an alarming sound that grabs the attractions. The starting of the song takes the listener to another world until Nick Mason strikes the drums and the song begins. The song is a combined effort of the band, and each member has performed their piece of the song. The most famous verse of the song is "Hanging on in quiet desperation is the English way". This resonated with many listeners on a deep level.

A song was recorded on the piano chord of Richard Wright, and it is called

"The Great Gig In The Sky." This song has the religious theme and the sequence which shows our life and death. It is said the first version of the song had the verses from the Holy Bible. The

vocalist Clare Torry then sang the song and her voice gave it a magical touch; her voice is so expressive that one can feel the dynamics of the song and the emotion which the lyrics convey. In 2004, Torry sued Pink Floyd and later, they entered her name along with Wright as vocal composers.

“Money: is the most famous track of the entire album and Pink Floyd is very well known for this one song by everyone. It was the only song of the album "Dark Side" which marked its name on the Chart in 1973. It was beautiful tracks incorporating all the dynamics of music and blaming money for the greedy and disastrous world. Its lyrics were genuine and relatable for all. The wording shows the relation between capitalists and the money. It is all about the way we treat money and consider it the most important thing. The entire song was based on the guitar solo. Dick Parry worked on the saxophone and added more to the melody. The lyrics of the song go as "Money it's a crime. Share it fairly but don't take a slice of my pie". It was beautifully sung by Gilmour who received a lot of appreciation and critical acclaim by this track.

Us and they are a 7-minute track which was written by Wright, and it was an instrumental sequence. It was initially composed in 1970 for a movie called "Zabriskie Point," but the director of the feature film rejected it. The lyrics of the song were about the discrimination and the states of war. It linked war to the human rights and showed the feelings of the people who suffer in such cases. It was written in a very composed and brief way. Later, it was included in The Dark Side album, and it gained success. The voice of the singer added meaning to the words.

The final instrumental sequence of the band was "Any Colour You Like." It is again a beautiful composition with Gilmour's guitar solo. At the end of the song, the song turns into a funk jam, and it takes the listener to a high state.

"Brain Damage" was the song of the album which was inspired by the mental health of the founding member of the band, Syd. Syd dies because of his bad mental health. It was titled as "The Lunatic Song." Later, on the album, it was named as "Brain Damage."

. The wording of the song "And if the band you're in starts playing different tunes" is a symbol of the ill health of Syd when he was in his last times. In the song, the lyrics are "I will see you on the dark side of the moon" which shows that there are two sides and two perspectives on everything and the person can be different too. There is nothing wrong in being different from the rest.

Eclipse was the second song which had the same theme as The BRAIN DAMAGE. This song is dramatic, and it shows that no matter what we do, the sun is eclipsed by the moon. The starting of the song is much like the song Speak to me, and it states that the moon is all dark. The song has the same theme as the previous one, but leans more towards the darker side (pun intended) of the album. There are no sides of it as brighter or darker; it is dark. The song states "all that you give... deal, buy, steal, create, destroy, eat, everyone you meet, slight, fight ... is in tune. But the sun is eclipsed by the moon."

The music of the album garnered popularity amongst teenage audiences. They still love to wear the t-shirts. In today's generation, they all love it because they believe it mixes with their tastes exactly like Beatles. Many children are attracted to the rhythms because when their parents listen to these tracks, the children cannot refrain from going through the album again. The music and the rhythm are so attractive that everyone is mesmerized by it.

Another major reason is the lyrics, the lyrics of this song are so deep, and they show a very real picture of the world that listeners develop a connection with the songs and singers. The audiences get lost in the meanings of the sentences and develop a very good understanding of their words. The lyrics are so natural that everyone can relate to them and think of their times, the themes of money and aging are common to all of us. The symbolic terms used by them are incredibly natural, and listeners form the link to their lives. Everyone enjoys the music and the truthful lyrics.

The metaphors and similes used in the songs are simple, and it's easy for the audience to attach meanings to their words. Although the songs are deep, they are not entangled in the phrase. The words require a minute to be pondered on but once a person understands the theme, it becomes relatable, and they start enjoying the music along with the subject of the song. The complex yet understandable lyrics have managed to gather so many fans across the globe.

### Back In Black

AC/DC's Back in Black is something which is unbelievable. What you expect out of a rock album, the music, the riffs being played and the lyrics that covers the casual sexism, double attitude towards sex, and alcohol which resulted in the loss of the vocalist of the band. Angus

young, the guitarist for the band played the riffs which run down to your spinal cord and can make you explode.

From the cover which was black in the memory of the Bon Scott, the album was times to so fairly that it gets a huge response favoring Scott and the way this album was a tribute. The next question was of course who will take the position of this rockstar who died because of excessive drinking and who was so close to the hearts of the other members. Johnson made it to this level against all odds knowing that it will be too tough for him to be accepted in the voice of Scott, but somehow he outaged the whole thing and came out with something which won the hearts of millions.

The heavy metal art, as it was known to be come out as the second best album of all time after Michael Jackson thriller. Everyone was just obsessed with the serenity and the hard rock music associated to this album. Every song looks like covering each age group.

Angus and Malcolm Young's guitars, Cliff Williams bass and Phil Rudd's drums made something which still can't be matched.

The songs of the album are more like the slogans or the things you usually hear in the bar, but this only can't make the album as the best seller, the tied to it was their struggle. The album was a dedication to their late Vocalist, Bon Scott.

You will hardly see such a success to a band after having such a change to their whole lineup, but this release was an exception. The distraction was required from this whole pain and grief of losing their friend, they gather up to work on the new music.

The lyrics were like everyday things, from the sex to the booze to the rock n roll and something to be even played to check your system sound and groove, the album had everything. Staying number 1 on the Australia's chart and number fourth on the US music charts, the album sold over 50 million copies.

Though Bon Scott wrote most of the songs before his death, the remaining band members thought it would be unjust to use his work to get the profits. so they all the way worked on the lyrics and the music was given by the lead guitarist Angus young. The recording process for the album wasn't easy. Recording sessions took place at Compass Point Studios in the Bahamas. Due to the tropical climate of the region crabs covering the studio walls was a regular occurrence. There studio would often be a burglarized by locals in the surrounding area. These were just a few big challenges that stood in the way of completing the album.

For the song Hells Bells the band wanted to record that in England with Denison bell, but unfortunately the natural bird sound attached to this prevented them, so they had to custom make a 2000 pound bell just to get the same tune they expected.

The band in the support to make their album hit, moved around the world with the motive of making this album hit and to make sure the songs touched the audience before the records are in the market. They initially faced a lot of issues with the new vocalist not being accepted by the audience, but by the end of the show they were able to win their hearts.

The album dominated in every region of the world, and not only with the heavy metals and the rock music but stayed on the streamline of every radio channel.

Shoot to thrill, till date is the most heavily used rock song in movies, games and TV shows.

Lange, as known he is someone who is a perfectionist, you may say a little mad about his work and won't get settled with something which is not at par to his requirements. This although make the recording a long term process and something you need to wait a lot before it comes out as a record to play, but his approach somehow led the way to make the sound looks best with the addition of natural and sonic landscapes. Every song was different, so it was a test for Lange to produce something, which is something his mind has thought of and the drums and guitar matches that too. Although this long exercise with the nature of Lange looks like something which will take years to complete, but the album was launched in August 1980, just after 6 months of the death of Scott.

Without any disrespect to the late scott, the croaky vocal style by the new vocalist, Brian Johnson has somehow been honored and remembered for years. The results shown in the albums were remarkable. If you listen to the songs you won't feel if this was done in a recording studio with too many of the retakes, breaks and pauses, but something which was done in the first go with 100 percent perfection. For the riffs, you can't move away by not appreciating the way Young brothers played it. You go and check over youtube the riffs for the title track and you will be able to judge that no one else can play to the level young brothers have played it.

Your all time collection of rock music is incomplete without Back in black.

The entire above listed album came up in the same era and market their success across the globe. Be it Michael Jackson or Pink Floyd or AC/DC, they all won the hearts of the people. There are many talented singers in the industry today, but no one has broken the records of these albums because they lack the determination and the real essence of music. Today, music is a source of income for many. They take it as a financial project. If they work on music with heart, the compositions will break the records and top the charts. Previously, music was not made for money, it was the passion of singers to sing, and they never wanted to gain an advantage because of it. When someone does a work passionately, success comes to their way. The pin to success is passion and dedication. Those who have marked their success were because of their esthetic sense and their love towards their profession. They take profession passionately and the world sees the results.

### Conclusion

As shown in the paper, each album had many characteristics due to which it own the heart of the people. No matter what you do, you can be the best artist only if you entertain the audience. All these singers mentioned above fulfilled their role beautifully; their albums are full of life. When parents are listening to the song, their children are automatically attracted to the old yet beautiful compositions of MJ, Pink Floyd, and AC/DC. This is the beauty of music that people get attracted to it if it's nicely done. No matter how old a person is, he always enjoys the music, and no matter how old the songs are, if they are hits, they are hits forever. This is the beauty of

music. If the albums are created with heart and beautiful music, they never age. This is the reason that even 40 years after the release, these albums are still in the stores and the hearts of people. There are many talented singers in the industry today, but no one has broken the records of these albums because they lack the determination and the real essence of music. Today, music is a source of income for many. They take it as a financial project. If they work on music with heart, the compositions will break the records and top the charts. Previously, music was not made for money, it was the passion of singers to sing, and they never wanted to gain an advantage because of it. Work an artist write and compose with their heart and soul, success will undoubtedly follow.

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