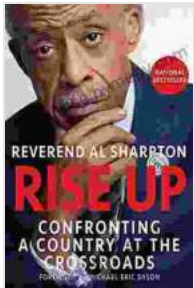


Rise Up: Confronting Country at the Crossroads



Rise Up: Confronting a Country at the Crossroads

by Al Sharpton

★★★★☆ 4.8 out of 5

Language : English
File size : 2503 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 272 pages



By Katy Waldman

Country music is at a crossroads. Once the dominant force in American popular culture, the genre has been in decline for decades. Album sales have plummeted, radio airplay has dwindled, and the country music audience has become increasingly fragmented. In her new book, *Rise Up: Confronting Country at the Crossroads*, author and historian Katy Waldman argues that the genre is facing a number of challenges that threaten its future.

One of the biggest challenges facing country music is the rise of streaming music. In the past, fans had to buy albums or singles in Free Download to listen to their favorite music. But with streaming services like Spotify and Apple Music, fans can now listen to any song they want, whenever they want, for a monthly fee. This has led to a decline in album sales, as fans

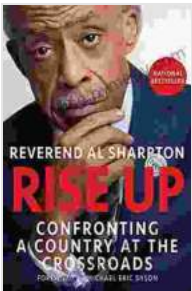
are less likely to buy an album when they can listen to it for free on streaming services.

Another challenge facing country music is the decline of radio airplay. In the past, country radio stations were the primary way that fans discovered new music. But with the rise of streaming music, fans are increasingly turning to online platforms to find new music. This has led to a decline in radio airplay for country music, as stations are more likely to play songs that are already popular on streaming services.

The fragmentation of the country music audience is another challenge facing the genre. In the past, country music was a relatively homogeneous genre. But in recent years, the genre has become increasingly fragmented, with a wide variety of subgenres, from traditional country to pop country to hip-hop country. This fragmentation has made it difficult for country music to reach a mass audience, as fans are more likely to listen to music that is specifically tailored to their tastes.

In addition to these challenges, country music is also facing a number of social and political challenges. The genre has long been associated with white, rural America. But in recent years, the country music audience has become more diverse, with more and more fans from urban and suburban areas. This has led to a tension between traditional country music fans and fans who are more open to new influences. The genre has also been criticized for its lack of diversity, with few women and people of color in positions of power. This has led to calls for the country music industry to become more inclusive.

In *Rise Up: Confronting Country at the Crossroads*, Waldman argues that country music is at a critical juncture. The genre is facing a number of challenges that threaten its future. But Waldman also believes that country music has the potential to overcome these challenges and emerge stronger than ever. She calls for the country music industry to embrace change, to become more inclusive, and to find new ways to reach a mass audience. If the industry can do this, then country music has a bright future ahead of it.

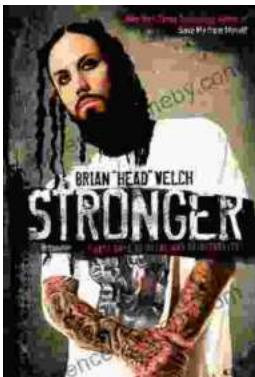


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