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## **Beach Music and Southern Soul Definition**

### Beach Music

Beach Music is original style American Rhythm & Blues and Rock & Roll that always maintained its popularity in both Carolinas as popular music tastes changed elsewhere. Carolina artists and others who headquartered in the Carolinas played and recorded this music style during the ensuing years, thus being largely responsible for its continuity. The focal point where it has always been heard is the Grand Strand Myrtle Beach area of South Carolina, thus the linkage to the term Beach Music. Though often accurately aligned with the shag dance, Beach Music and the shag are not synonymous, as not all Beach Music can be shagged to and much of what is shagged to is not Beach Music. Although Beach Music has become a part of the lifestyle of the Carolinas, the music itself is universal in recognition and appeal.

### Southern Soul

Southern soul is a style of music that falls within the larger soul music and r&b Music genres.

Often identified with artists like Otis Redding, Carla Thomas, The Staple Singers, Sam and Dave and many others, Southern soul was a pulsating, gritty soul music style propelled by a powerful horn section and driving rhythm section. The style brought to national attention in the United States music performed by some of the first racially integrated popular music groups, including the Mar-Keys and Booker T and the MGs.