

Fender's Historical Position in the Electric Guitar Family

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Abstract: *Fender guitar, as the most popular and widely used guitar brand nowadays, is not only loved by guitar enthusiasts, but also has become a sound standard in the hearts of many artists. Among the few artists we are familiar with who can influence the development of world pop music, they all use Fender guitar, and it has its own distinct and unique Fender guitar usage method and iconic timbre. This article will deeply analyze the development history of Fender guitars, the formation of classic Fender timbre, and other aspects that have played a crucial role in the development of popular music.*

Keywords: *Fender, guitar, brand*

1. Introduction

In the past 50 years, Fender has become one of the hallmarks of world pop music, and its contribution to the development of modern music timbre has spread globally and continues. By first launching commercial solid electric guitars, producing the first electric bass, and countless classic speakers, Fender instruments have left a significant mark on many popular music styles such as jazz, blues, funk, country, rock, and more. In 1987, "GUITAR PLAYER" magazine selected Stratocaster as the most outstanding guitar of the 1980s. His vast and brilliant sound is widely recognized, both commercially and in design, as the most successful electric guitar in history [1]. His well-known musicians include Jimi Hendrix, Eric Clapton, Jeff Beck, Stevie Ray Vaughan, and David Gilmour. For over 50 years, Fender guitars have had a significant impact on the way pop music is created, played, and listened to worldwide. As early as the 1960s and 1970s, when popular music was still in its early stages, everyone's performance style and stage performance were relatively chaotic. There was no unified standard for guitar bass to be original sound [2]. At this time, Fender invented the physical electric guitar and the first modern bass Precision bass, realizing that this was a revolution in stage performance and live performance, which saved the trouble of guitar amplification, in this way, the overall perception from auditory to visual aspects has changed, ushering in the era of live bands. Early country music, rock music, and modern blues bands were born from this. This is enough to prove the contribution of Fender guitar to pop music.

2. Status quo of Fender guitar in different music styles

Traditional fender instruments are divided into four categories: Stratocaster, Telecaster, Precision Bass and Jazz Bass. The four types of Musical Instruments in the fender guitar is widely used in all kinds of music, rock, metal, jazz, blues, Funk, country, pop, and so on. Relying on powerful technology and precision manufacturing tools, fender series products become Musical Instruments with excellent sound, comfort, playability and life span. The classic sound of the Fender electric guitar has promoted the development of many styles such as jazz, country, blues, funk, rock and roll, and even defined the sound of these musical styles to some extent. In the history of rock in Europe and the United States, there are countless rock stars and guitar masters have used Fender electric guitars [3]. Here we introduce several of the most representative artists who are also more famous and characteristic bands. The guitarists of these bands have used fender electric guitars extensively in their careers. It has become the signature tone of fender electric guitars.

In blues music, the first artist I have to mention is Stevie Ray Vaughan, Stevie Ray Vaughan is one of the greatest guitarists of the 20th century, his unique and popular playing style is unique. Of all his Stratocasters, the most important was the Number One. It was purchased in Texas in 1973 by Stevie Ray Vaughan, who said the Stratocaster was produced in 1959 because it was the date marked on the

back of the pickup [4]. Its instrument technicians made an unexpected discovery while restoring the guitar in 1980. In fact, the body of the guitar was made in 1963 and the neck in 1962. Number One, who accompanied him on almost all of his albums, remained with Stevie Ray Vaughan until his death in August 1990.

In order to pursue the thick and low fender, Stevie Ray Vaughan specially replaced the Number One with 013 guitar strings and played the guitar down, which was the first step for Stevie Ray Vaughan to improve the sound of the standard fender guitar. However, Number One has changed the fretboard many times, because the strings have become thicker, the tension has increased greatly, and the wear of the fretboard is very large, so his fretboard needs to be polished many times, so that the strings will be very close to the fretboard, so the guitar tone will become heavy. This is also fender introduced in recent years on this basis to increase the mid-frequency of the pickup to get a similar sound. This is the template fender references.

He is a guitar hero among countless young guitarists, said John mayer John Mayer is recognized as a young musician who combines modern pop music with blues and funk. He has been considered by masters such as B.B.King Clapton to be the most promising blues successor of the new era, which is a testament to his heavy contributions to blues music, such as his first two albums, Room For Squares and Heavier Things, achieving platinum status. In 2003, he won the 45th Grammy Award for Best Male Pop Vocal Performance for "Your Body Is a Wonderland." He won his second Grammy Award for Best Male Pop Vocal Performance for "Daughters" in 2005. In 2007, he won The 49th Grammy Award for Best Male Pop Vocal Performance for "Waiting On The World To Change." In 2009, he won the 51st Grammy Award for Best Male Pop Vocal Performance for "Say" and became the most Grammy winners for Best Male Pop Vocal Performance with Steve Wonder and Sting [5].

A lot of people have analyzed why John Mayer is so famous, but also recognized by the older generation of temple artists, because usually very popular singers, in the art of the song or musical style is usually a little lost. But John Mayer doesn't, and I think that's the most important part of his work is the guitar playing and the classic fender timbre, the classic rhythm and notes that retain the essence of the blues. John Mayer is the only guitarist in his 30s to make Rolling Stone's list of the top 100 guitarists. The classic retro timbre of fender guitar is exactly the same as Stevie Ray Vaughan, as if he came to life. This is not a kind of plagiarism or simple reproduction or personality cult, but an affirmation of a classic music style and timbre of an era. These are all from classic fenders, classic hand injury pickups, mahogany fingerboards and the ashtray from the first year, perfectly replicating the wing guitar from the first year of 1959. To this end, the fender company has also specially created John Mayer's signature guitar for the fender, and the famous fender black is John Mayer's upper fender, with a global limited quantity of 83 pieces and a current value of over 200000 yuan.

In rock music, jimi hendrix is the greatest and best-known guitarist in the history of rock and roll. Due to his extraordinary talent and revolutionary ideas and creativity in electric guitar playing, he has been recognized as the greatest guitarist in the world since his death in 1970. Jimi hendrix uses a fender guitar model called stratocaster, and he has played the stratocaster's various pickup tones to the extreme, including the use of guitar handles, which has made many backups emulate it. In addition, his use of the feedback and wow pedal was bold and innovative, and although there were many imitators later, Jimi hendrix's use of the feedback and wow sound is still considered the first in the world today. Jimi hendrix's Experience Hendrix: The Best Of Jimi Hendrix, which at that time you would hardly expect to be played with a fender Stratocaster with such a distinctive sound.

In this album, he used many innovative designs unique to Fender guitars, such as the selection of pickup gear. At that time, only Fender guitars had series and parallel design of pickups. In this way, more timbre combinations can be created. For example, the design of the fourth gear in Fender guitar is that the middle pickup is connected with the bridge pickup in parallel circuit, so there will be a unique timbre between the middle of the single coil and the double coil [6]. When playing the riff, he always uses the neck pickup. The sound head is more concentrated, the impact of the sound is more intense, and he generally uses the bridge pickup when playing the wow tone and the feedback, so that the sound is higher in frequency, and the frequency point is lower. It can not only bring a solid high frequency timbre, increase the gain value of the sound and effect device, but also easily generate the feedback. And Jimi hendrix was a left-handed craftsman by nature, but Fender did not have a left-handed piano at the time, so hendrix installed the strings of one to six strings in reverse order on his Stratocaster, which is one of the main reasons for Fender guitars to design a left-handed instrument in the future. His influence on future generations was profound, and until today, people have regarded the rock music created by Jimmy Hendrix as the standard. Only the unique design concept of Fender guitars can give Jimi hendrix unique timbre support.

A good example in funk music is the red hot chili peppers, whose guitarist Josh Klinghoffer is a devoted fender user, Klinghoffer has used a variety of instruments throughout his career, but he usually prefers Fender Stratocasters. In rock funk, the charm of funk music in sixteenth notes, the difference in stress, the time value of notes and so on are reflected through the continuous sweep rhythm. The focus is on the embodiment of high frequency, for which fender is recognized as the best in the world, its body wood pickup power, the neck design seems to be tailor-made for funk music.

In addition, funk music is also a perfect performance in Bruno mars' music. He is recognized as the musical genius who can take over from MJ, the King of Pop. Fender's voice can be heard in Bruno mars' music. This is because in the color part of the song, he always highlights the funk element of the song, then he will highlight the funk music classic, which is undoubtedly the timbre of the fender classic.

Guitarist Keith Richards of The Rolling Stones was very good at country music and used it in many of the band's hits. "Honky Tonk Women" is an example of Keith's country guitar skills. Keith urban used to set his Telecaster to open G and remove the sixth string.

Keith Urban released his first solo studio album Keith Urban in 1991 and his third album Keith Urban (1999) on October 19, 1999. The album won him the Best New Male Vocalist Award at the 36th Academy of Country Music Awards. On September 21, 2004, he released his solo album Be Here, which debuted at number one on the Billboard Country Albums Chart. On February 8, 2006, he won the 48th Grammy Award for Best Male Country Vocal Performance for the single "You'll Think of Me". On March 31, 2009, he released her solo album Defying Gravity, which sold 171,000 copies in the United States in its first week at number one on the Billboard album chart. The song "Til Summer Comes Around" won the 53rd Annual Grammy Award for Best Male Country Vocal Performance on May 15, the same year, in Nashville's Music City Walk of fame. On September 10, 2013, he released his ninth studio album "Fuse" on April 7, 2014, and won three awards at the 49th Academy of Country Music Awards on May 6, 2016, he released his tenth studio album "Ripcord" on November 19, 2017, and won Favorite Country Male Artist at the 2017 American Music Awards. The fender tele guitar that always followed him.

3. The universality of Fender guitar reflects its influence on pop music

Through the analysis of the artists who use fender, it is not difficult to see that people are using fender guitars in different music styles, which is the best presentation of fender commonality. Fender's unique design can be perfectly integrated into various musical styles. The early fender guitar pickups have high power, high frequency and high noise, but people can find a balance through the use of tone knobs. Some artists say that fender can inspire you to play, which is full of challenges. In some sense, fender defines the musician rather than the musician defines fender. It is very direct, it can perfectly express what the artist wants to express, and it will do better on this basis. You can do whatever you want with it, whatever you want to say.

You can use it in blues music because it has prominent mid-high frequency, high-power pickups, which allows you to switch perfectly between acoustic guitar and overload sound color, and full of power. You can also use it in rock music, because its prominent low frequency flat is not very load-bearing, but you can clearly hear that it is the fender, and even the bridge pickup or the neck pickup you can clearly see. You can also see it in jazz, where it turns into a big-bodied, dual-pickup jazz fender for a thick jazz sound. You can also see it in pop music, because today's pop music has become a fusion music, in is also the most obvious embodiment of fender commonality, every professional musician will have a fender guitar in hand, perfect light tone, powerful overload are its reasons. It changed the whole world of music, across all genres. In funk and country music, it is the ultra-high frequency sound of fender that gives people the definition of country and funk. It's incredible. For example, in blues music, it was Stevie Ray Vaughan's use of fender guitars that made his music more distinctive in the era of Texas Blues and redefined a musical style. This further illustrates the presentation of fender guitars in different musical styles.

4. Fender guitar personalized features

In the development history of fender for more than 100 years, fender has experienced a series of changes from the invention of fender guitar by Leo Fender to the present fender has become a symbol and symbol of the United States. Because of this, fender also has its own unique characteristics that

belong to nothing but fender itself. This is why fender has its own unique personalized characteristics on the basis of commonality. The cash can be clearly withdrawn from three angles.

One is the personalization of music, the other is the personalization of the user, the other is the personalization pursued by fender itself, the personalization of music perspective. Nowadays, the world is the same, music is also a state of integration, we often hear funkblues, jazzfunk, rockblues and so on, which is the best proof. People's definition of timbre, the understanding of musical style, the choice and use of Musical Instruments, and the expression of music generated by Musical Instruments are the most unique point in music individuation. Individuation refers to the sound of fender instruments themselves, such as high frequency, solid low frequency, outstanding pickup power, etc. As is shown in Figure 1.



Figure 1: Fender artist series

They embody the individuality of the instrument itself in a common musical style. From the user's point of view, fender launches custom shop series and masterbuilt to customize fender instruments for users. You can define the configuration of fender, the appearance of the instrument body, whether hollow is used, and the choice of pickup is retro or rock. Whether to highlight high frequency or medium frequency is reflected in the second chapter of this article. The types of fender selected by

artists are concentrated. There is also a series that must be mentioned is fender's highest level artist series, which is not only a guitar, it has become like Rolex watches, Louvre paintings, supercars like art. This is what fender wants to pursue, the best embodiment of personalization. Fender wants to do the best thing in the world.

The personalization that fender wants to embody is that fender wants to become an instrument that can help everyone, complete anyone's understanding of the instrument itself, the timbre, and the pursuit of more modern music. Fender is trying to improve it. This is also a signal that fender wants to express, constantly exploring and innovating in the process of perfectly inheriting and replicating classics, to create one classic after another.

The difference between the personalization of Fender guitar and other instruments is that it can be different with the expression of the musician's ideas, through the conduction of the fingers and wrists, the choice of light and light fender can be perfectly presented and bring new inspiration to the musician. So fender has established its own unique identity.

From the perspective of commonality, artists, singers and musicians in various musical styles such as jazz funk blues are using fender guitars. But from a personalization point of view Jimmy Clapton and Steve and others were the first to use fender and shape a classic phenomenon. The premise of universality is that all kinds of music styles can use fender guitars, and personalization is due to the emergence of this instrument to the whole music itself has a new definition and promotion. At the same time, this highlights the unique charm of fender guitar, and even has a certain degree of irreplaceability and historical status in the guitar family.

5. Conclusion

In the process of playing and recording, it was found that the use of guitar brands has a very large direct correlation with the choice, after all, there are many kinds of electric guitars in different directions. At the same time, through in-depth research on Fender guitars, we find out why musicians all use first-year Fender guitars. Now, Fender Company is using masterbuilt series to reproduce first-year Fender guitars used by musicians one by one, so that more people can get closer to classic timbres. Because only in that era of wood and traditional handmade string picking techniques, the traditional cutting process of guitars could create Fanta's most classic sound.

In the long river of history, Musical Instruments themselves serve creators, musical styles and music itself, but the development of Musical Instruments simultaneously conforms to the historical process and also reacts on the development of music. So today, the origin of music styles in a certain period is decided by the iconic timbre produced by the development of Musical Instruments themselves, which also inspires the development of popular music in our country. With the diversification of pop music, we can better communicate with musicians and develop together by studying the development history of western Musical Instruments and mapping it to our own musical instrument manufacturing industry. There are inextricably linked Musical Instruments. Musical Instruments serve the development of music, and the development of music in turn affects the development process of Musical Instruments. Any playing form or playing technique has something in common, the instrument is the same, the only constant is people's pursuit of good sounds and phrases.

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