

# 20 TRENDS & CLICHES

## METAL RECYCLING

### METALLIAN PRESENTS: LATEST TREND SHEEPLE ALERT!

The clink and clang of lemmings on the metal scene migrating from one trend to another has reached ear-splitting levels. Instead of fulfilling the original purpose and meaning of heavy metal, the scene is overrun by clichés, common habits and copycats. Once an expression of extremeness, individuality and good taste, heavy metal's nonconformist, fringe, extreme subculture is now riddled with posers who obey convention after convention. Every musician, band, label and media type abides by the rules everybody else does. When metal became a list of clichéd tropes is up for discussion. What is not disputed is the diluted nature of the music of the gods. See how many derivative and same-old, same-old elements you recognize.



### 1. Albums Only

There are no demos. They are all albums. No self-respecting group has demos, y'know? No one wants to be underground.



### 2. Anniversary

Rerelease/Tour/Merchandise. Like any rock or pop band.



### 3. Commercialism

It is all about the sales. Like any pop band.



### 4. Cover Versions

Oh, how original!



### 5. 'Dropping' Albums

What happened to good old 'unleashing' (lol) albums instead of releasing them?



### 6. Farewell Tour

Followed by the pre-scheduled return due to 'fan demand'? (or just forgetting there was any talk of a farewell to begin with).



### 7. Guest Appearances

On every single album. Dirk, Speed and Ripper (or Dirk, Speed and Ripper wanna-bes) are standing by once the money transfer has gone through.



### 8. Iconic

'Legendary' or 'classic' yeah, right, sure. And don't forget 'titans.'



### 9. Japan

Anything.To.Do.With.Japan.



### 10. Marketing Plan

To buy into the pay-to-play tour.



### 11. Merch

Instead of merchandise. No one has merchandise. Just 'merch.'



### 12. Not Speaking Your Mind

Or having an opinion. Because see #3.



### 13. 'Orchestration'

Keyboards, synthesizer and, er, synth are so yesterday. Get hip! It's all about the 'orchestrations' these days.



### 14. Self-Cover Versions

Metal recycling is big business.



### 15. 'Sets' At Concerts

Everyone is doing it suddenly so we have to do it too. See #2.



### 16. 'Collaboration'

Split releases are so 1997. What's that? What's hip? Yeah, we are doing a 'collaboration.'



### 17. Studios

Instead of studio. No band records at a studio. Everyone enters studios even if it's the size of a broom closet.



### 18. Press Release

Standard issue corporate press release for any type of activity complete with the obligatory musician quotation (written by the publicist of course).



### 19. Very Special Guests

Instead of special guests. And forget about calling anyone mere 'guests' or 'opening acts,' which is what they are.



### 20. VIP Meet & Greet

A fool and his money... Hey, look at the bright side. At least, that is presumably the aging singer's current voice talking to you instead of the backing tracks you hear during the concert