

Sounds walk indie cred, commercial success tightrope

by Sarah Duchaj
Editor in Chief

With the help of producer Jeff Saltzman who assisted the Killers with their debut album, *Hot Fuss*, The Sounds have achieved some critical success with the release of their latest album, *Dying to Say This to You*—and clearly, their message is delivered with a driving beat propelling somewhat interesting tunes.

This Swedish indie group combines an electronic pulse with an informal rock rhythm in several of their numbers, comparable to The Killers. Although their vocal style isn't too much to brag about, the band's songwriting and overall, well, *sound* is catchy, and *Dying* is a modern collection that blends electric guitar with electronic melodies.

However, most of the songs are quite repetitious and may fail to capture the interest of a broad audience that craves

sonic variety.

Despite their limitations, these Swedes are not short on confidence. The album opens with "Song With a Mission," a number that boldly demonstrates the band's sense of itself. Lyrics such as "I got a \$50 million contract coming my way" and "This song is not for you, only for people living like we do" display their self-absorption. As the title states, this is a band with an objective: commercial success while maintaining indie credibility, a dichotomy they address later in the cut: "To all you liars: you will be tired; don't believe in what they say and what you've always been told."

While some pieces are considerably more rock or more electronic than others, The Sounds' distinct tonality prevails throughout the album. "Much Too Long" and "Running Out of Turbo" are two of several same-sounding numbers that echo the album's opening piece.

However, "Night After Night" is one exception to The Sounds' quirky punk-rock and electronic tracks. The delicate melody of the piano illuminates main vocalist Maja Ivarsson's tone. The percussion serves to emphasize the depiction of the caustic-love message that Ivarsson attempts to deliver.

Although *Dying*'s tracks lack lyrical and compositional variety and several pieces barely entertain any melodious distinction, there is no doubt that this indie band knows how to craft a contemporary tune.

However, the album's lack of variety leads this reviewer to advise listeners to download individual tunes rather than to buy the CD.

The Sounds

