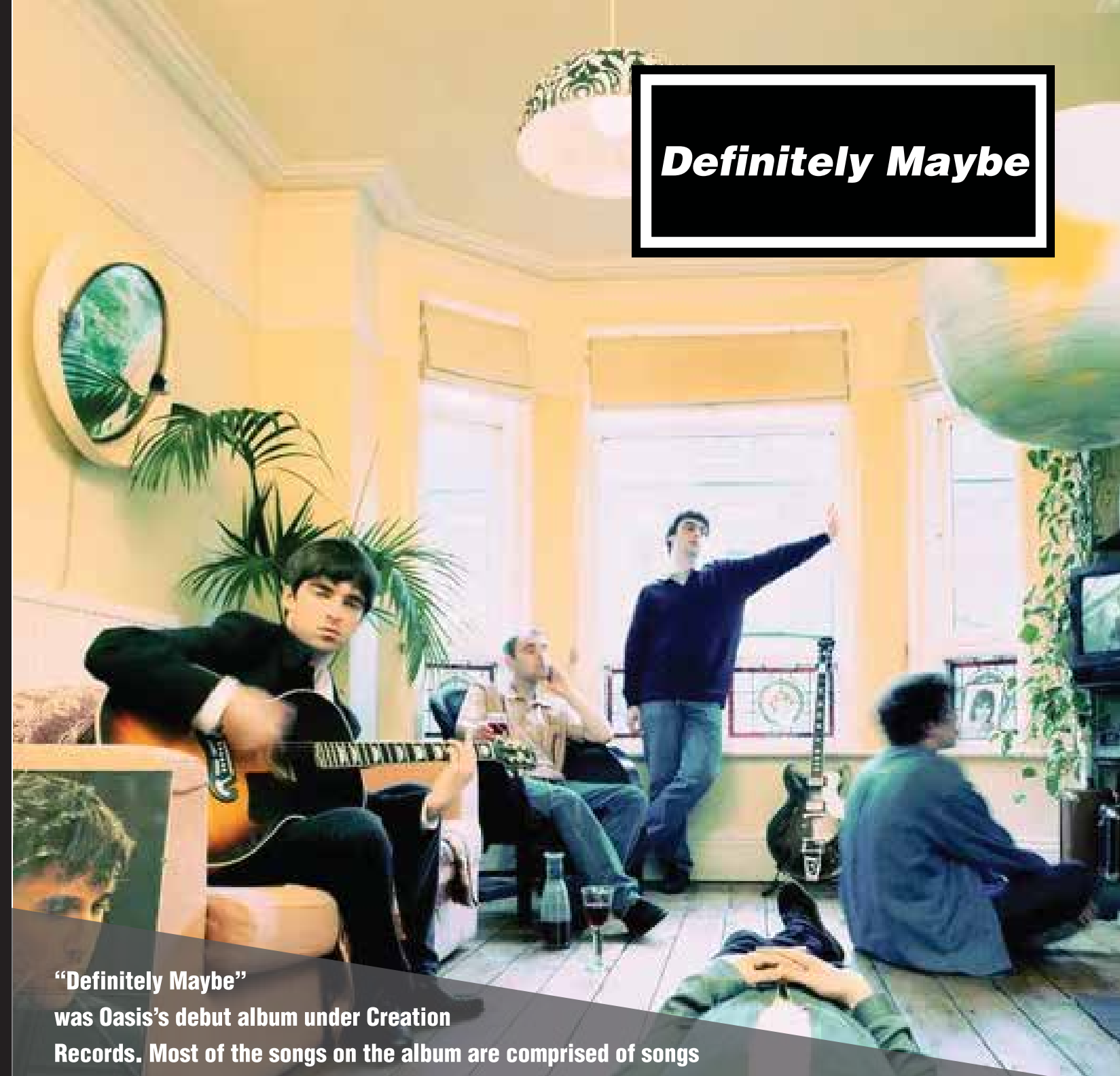




# Going Nowhere:

An Analysis of the Rise and Fall  
of One of the World's Biggest Bands





**Definitely Maybe**

**“Definitely Maybe”** was Oasis’s debut album under Creation Records. Most of the songs on the album are comprised of songs that lead guitarist Noel Gallagher had written years prior to joining Oasis. The album spawned many of their biggest and most iconic songs, such as “Supersonic,” “Live Forever,” “Rock N Roll Star,” “Cigarettes & Alcohol,” and “Slide Away.” The album originally began with rocky studio sessions. Rythym guitarist Bonehead recalls: “It wasn’t happening [...] It was thin. Weak. Too clean.”

This changed when engineer and producer Owen Morris was contacted by Marcus Russell of Creation Records to assist with the mixing of the album. Morris was able to give the album the abrasive sound that it is known and recognized for today. The album cover was shot by Michael Spencer Jones in Bonehead’s house, with objects of personal value to the band members being placed around the shot.



***(What's the Story)  
Morning Glory?***

**“(What’s the Story) Morning Glory?” was Oasis’s sophomore album, and arguably their most successful. The album earned Oasis their first #1 single with “Some Might Say,” which was also the last song to feature all five of the original band members. Shortly after the song’s release, their drummer Tony McCarroll was fired and replaced by Alan White. The album features many of Oasis’s most recognized songs, including “Wonderwall,” “Don’t Look Back in Anger,” and “Champagne Supernova.”**

**The album left behind a legacy that can be felt today. “(What’s the Story) Morning Glory?” sits at 632 weeks (and counting!) on the UK charts. It is considered to be one of the most important albums of the Britpop scene and one of the greatest albums from the 1990’s. The album was awarded with Best Album of 30 Years at the 2010 BRIT Awards for its lasting legacy.**



***Be Here Now***

**A lot can be said about Oasis’s third album, “Be Here Now.” Noel Gallagher wrote a majority of the album while on holiday with the rest of Oasis, Johnny Depp, and Kate Moss at Mick Jagger’s villa in Mustique. The album was popularized by two #1 singles, “D’You Know What I Mean?” and “All Around the World.” Upon release, “Be Here Now” sold 636,000 copies during its first week of sales, making it the fastest selling album in British history until Adele released her “25” album.**

**“Be Here Now” was met with mixed reviews, leading to a shorter lifespan than their previous efforts. The album was criticized for being overproduced. The Gallagher brothers have differing opinions on the album. Liam Gallagher has stated “I think it’s a top record man, and I’m proud of it.” Noel said “I hate that album [...] and for no other reason then I was there when I wrote it, and I shouldn’t have written it.”**



## ***Standing on the Shoulder of Giants***

Things would never be the same for Oasis after the lack of long-term success from “Be Here Now,” and Oasis’s fourth album, “Standing on the Shoulder of Giants,” would prove that. The album departed from the original Britpop sound that the band popularized and was substituted with a modern psychedelic soundscape. Founding members Bonehead and Guigsy had also departed from the band during the album’s recording, making Liam and Noel Gallagher the only remaining founding members.

“Standing on the Shoulder of Giants” featured popular songs “Go Let It Out” and “Who Feels Love?”. The grammatically incorrect title of the album comes from a quote by Isaac Newton, which Noel Gallagher miswrote on the side of a cigarette packet while drunk. The album was the first to be released on their new Big Brother label, and was met with mixed reviews after release.

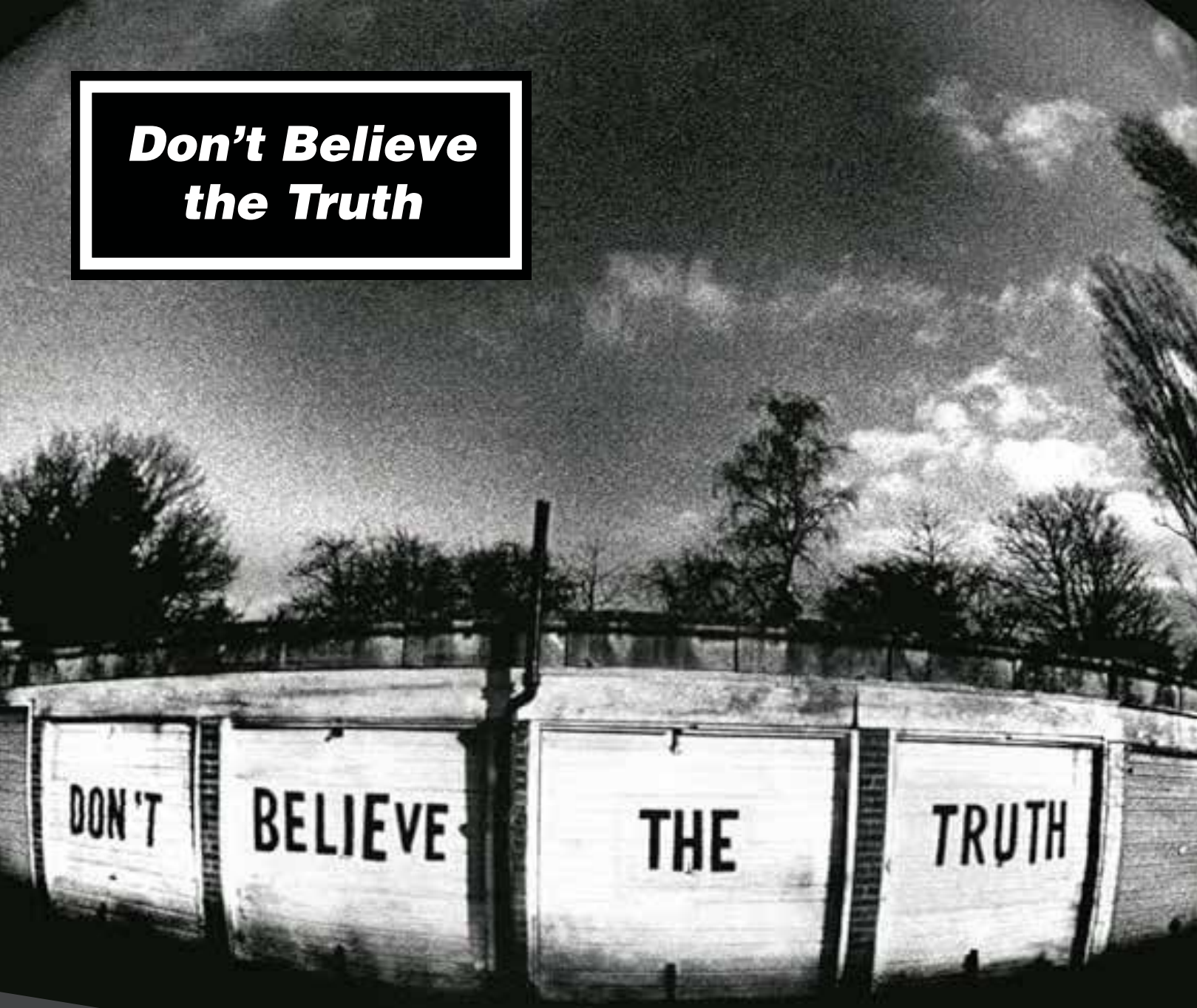


## ***Heathen Chemistry***

“Heathen Chemistry” was Oasis’s fifth album. It was the first Oasis album to feature members Gem Archer and Andy Bell, and the last to feature Alan White. The album is also the first to have Liam Gallagher perform lead vocals on a single that he wrote, “Songbird.” While most of the song’s instrumentals were completed by late 2001, Noel Gallagher stated that Liam was delaying the album by not recording vocals during studio time.

The title of the album comes from a T-shirt that Noel purchased in Ibiza. The T-shirt had a logo that read “The Society of Heathen Chemists.” The album’s cover art is by Simon Halfon and Andrew Macpherson. Halfon said that the band was excited about shooting a cover in Paris, but when they arrived, there was a “dark vibe.” The image was taken on accident as the band waited for the metro.

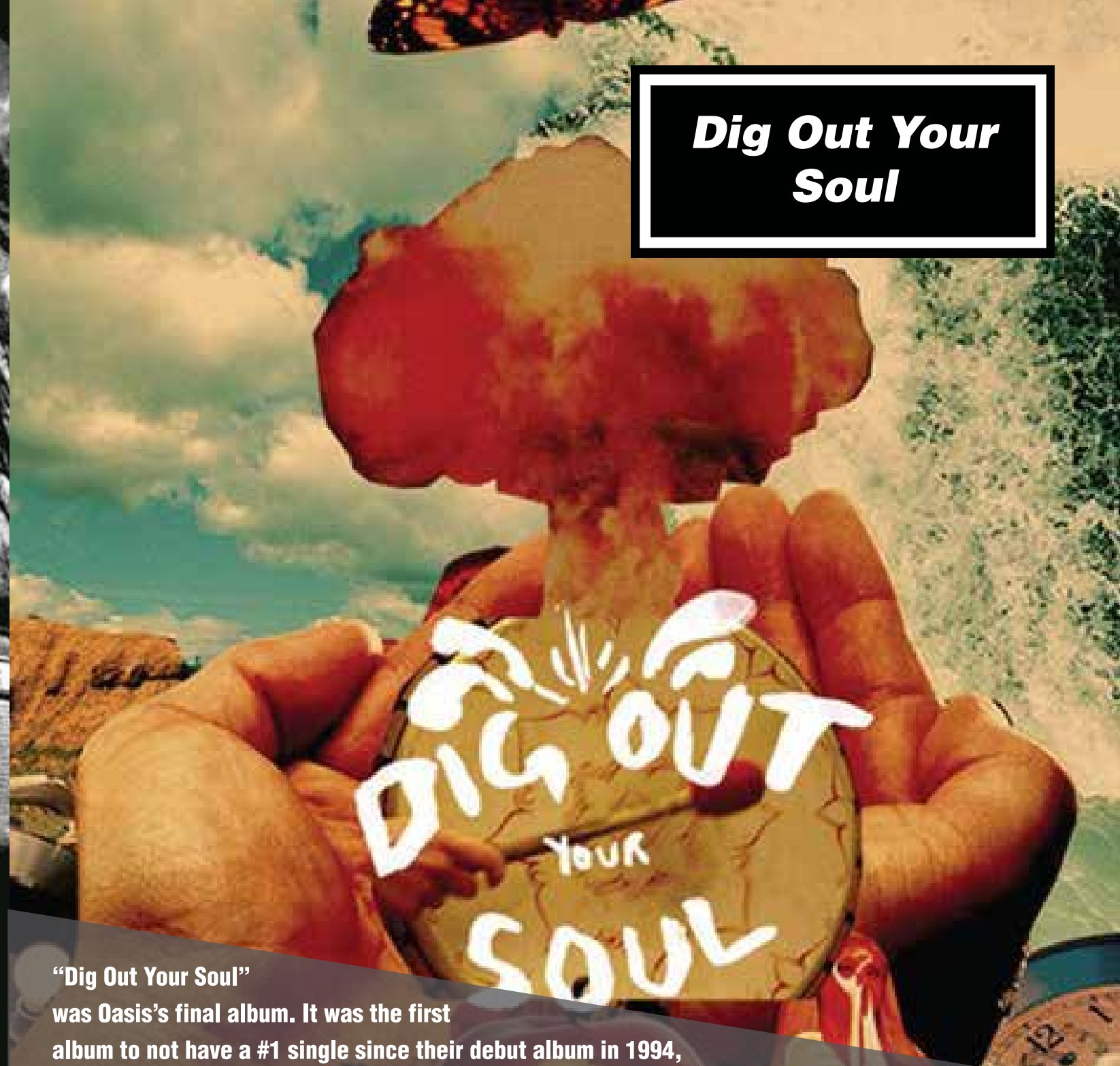
## **Don't Believe the Truth**



Oasis's sixth album was titled "Dont Believe the Truth." The album was preceded by two #1 singles, "The Importance of Being Idle" and "Lyla," with the latter being featured on the soundtrack for the soccer video game FIFA 06. The album was the first to feature Zak Starkey, who replaced Alan White on drums. The album was originally supposed to be released in 2004, however was not released until 2005. This was due to Noel Gallagher believing the songs they were making were not good enough to form a record.

After deciding that the songs recorded were not up to standard, the band took a short break from recording. Afterwards, they recorded the rest of the album. The album was met with generally positive reviews after release, with many believing the it was a "return to form" for Oasis. The album recieved two Q awards, the People's Choice Award and Best Album.

## **Dig Out Your Soul**



"Dig Out Your Soul" was Oasis's final album. It was the first album to not have a #1 single since their debut album in 1994, "Definitely Maybe." The album spawned the singles "The Shock of Lightning," "I'm Outta Time," and "Falling Down." Noel Gallagher stated that his vision for the album was to make something "absolutely fucking colossal," and that he wanted to include orchestras and choirs. The album title came from Ralph Steadman, who also created the album art.

"Dig Out Your Soul" was met with generally positive reviews. The album was then supported by a world tour, which was ended on August 28, 2009. The tour was ended when brothers Liam and Noel Gallagher got in a fight resulting in Liam smashing one of Noel's guitars. Noel then walked out and announced on his website that he quit Oasis as he "could not go on working with Liam a day longer."

# First Week Sales

On UK Charts



150k



347k



696k



310k



230k



238k



200k

This chart shows the first week sales for all Oasis albums on the UK charts. The data of this chart shows that while at their peak, Oasis was a monster to be dealt with. However, after "Be Here Now" had failed to be a timeless record, their first week sales crumbled.

# Weeks Charted

On UK Charts



528



632



48



35



49



41



33

This chart shows weeks that Oasis albums have charted on the UK charts. The data in this chart highlights how even though "Be Here Now" had huge first week sales, it and the albums afterwards would not chart for anywhere close as their previous two albums. This paints a picture of Oasis's downfall and the end of Britpop's popularity.

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