

Question (5) a)

Rock and roll started in America in the early 1950's. In those days we didn't have the internet and the television was a rare possession in the household. So how did it ~~get~~ make its way around the world? Everybody knows that no matter what genre of popular culture that for something to be successful world wide; it has to be successful in its own country. America is the leading country with starting new trends. People had access via the radio and television if they had it. You could purchase records in record stores of your favourite

Chubby Checker ~~sung~~ or Elvis Presely song.

However, over time things have changed. New technology has come or things have advanced.

With the help of the internet, radio, television etc music, or anything can be accessed quicker. Some things have changed while others have remained the same.

Records are no longer popular or rarely sold for that matter since the birth of the CD player around 1985. You can download music from the comfort of your home via the Internet.

Consumerism is bigger than it ever was in the past. There are constantly competitions over the radio

to get the latest CD of one of the biggest bands around, or there's always T-shirts and even ridiculous things that people know consumers will buy just to promote the latest talent around and to make a name of someone a little more known in the industry or to possible new fans.

For years to come, the industry will continue to come up with better and newer notions to ~~quicker~~ hasten up the process of globalisation, access and ideology. While others will remain to not change.