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Popular culture is a cultural phenomena produced by, or produced for the ~~mass~~^{mass} of the population. It is a site for cultural manipulation & resistance, it is widespread & accessible to all. Popular culture's main business is entertainment, & is dominated by forms such as films, television, sport & recorded popular music. The diversity of popular culture reflect the age, sex & class divisions within its audience, & popular culture is continually changing & evolving due to time & environmental differences. An example of popular culture is rock 'n' roll music, & the development of this is affected by technology, consumption & influence.

Rock n Roll was first introduced ~~by~~ in the 1950s, & was specifically targeted at "teenagers" - a new term in society at that time. Rock n roll music introduced the concept of rebellion against authority by teenagers, & was, ^{this} widely accepted by younger generations.

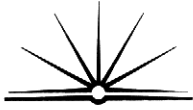
In the 1950s, rock n roll developed as a popular culture from a local to national to a global stage. In modern



society, the development of rock n roll is still from local, to national to global, however the methods of doing so are different due to technological advances & changing social values.

Traditionally, rock n roll musicians would perform at a local scale by having free performances in pubs, clubs & garages. This would build up initial recognition of the band, & secure a base of fans for future support. Once the rock n roll artists were successful at a local scale, they would progress to a national level, after going on national tours to main cities in all states. If success & popularity ~~took~~ ^{were} further increasing after these national tours, the musicians would go & try their luck at an international scale. Often, the bands were not successful overseas, however, a select few obtained worldwide recognition.

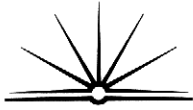
Technological advances have now altered the development of rock n roll. Although artists will still perform free gigs at locations such as shopping malls (eg. Westfield),



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Technology has diversified the possibilities to access the population. These days, artists may immediately reach ~~a~~ national popularity at an instant, as promotional marketers utilise facilities such as the television & the internet. After a band releases a single, although still at a local scale recognition wise, they may immediately boost popularity & consumption by releasing a video clip. These video clips are often shown on television programs such as Page (ABC) & Videotits (Channel 10), these programs reach a national audience, & are an influential form of promotion.

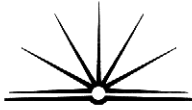
Bands may use the internet to create their own interactive website, which increases accessibility & popularity to consumers. A website may also bring international recognition, as the globalised telecommunication technologies interlink nations worldwide. The internet therefore affects the development of rock n roll, as bands can move from the local to international scale immediately.



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Technology may also affect the consumption of rock n roll music. The music can be produced into products such as CDs, visual & audio tapes, DVDs & mp3s. These are cheap & reach consumers & are easily accessible. One downside to technology & the consumption of rock n roll music is that it can minimise profit made by the owners of rock n roll. Global music sales peaked at \$38.5 billion US in '99, but this figure dropped to \$36.9 billion US in 2000. This decrease is thought to be due to technological advances such as mp3s (which can be downloaded for free on the internet) & CD burners, which have increased the rate of piracy.

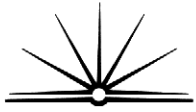
In the 1950s, rock n roll was consumed by a large number of teenagers. Post WWII, this younger generation ~~had~~ were economically independent, & therefore had a high disposable income. As time passed, rock n roll diversified, & the increasing affluence of global society led to ~~an~~ increase in consumption of rock n roll as a product. Technology increases this consumption,



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as discussed before, the internationalised system of telecommunications means people from other countries are able to access international acts very simply, thus, this may affect the ~~to~~ development of rock n roll. Local bands may gain international recognition as they are accessed worldwide by consumers through the internet, ~~the~~ & international TV programs. An example is that of ABBA. They entered the Eurovision music competition in the 70s, and at the time they were an unknown group who had only some recognition at the local scale. When they won the Eurovision contest, this immediately boosted them to a global status & they gained extremely high popularity worldwide.

Social influences will also affect the development of rock n roll. Society may ~~at~~ immediately accept and embrace a rock n roll group, & this will eventually lead to success locally, nationally & internationally. If a group is unpopular, or only liked by a limited number in society, this will

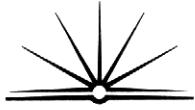


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exert little influence on the rest of society, hence will hinder the group's ^{further} development to a national & international scale.

Musicians themselves can also influence consumers, hence affecting their own development. Musicians which are embraced by a large percentage of the population may ~~also~~ ~~then~~ develop eventual national & international popularity. For example, Eminem's "badboy" style attracts worldwide audience, & his influence ~~upon~~ upon consumers will lead to greater recognition.

Rock n roll has been an influential medium over time, where lyrics have portrayed messages to the audience. For example, in the 60s-70s, the hippy era, the lyrics of rock n roll showed messages of love, freedom, & anti-vietnam war. It is likely that rock n roll music will be able to influence audience & thus affecting their popularity, & this would ~~not~~ in turn affect whether they



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develop & progress from a local, to national, to international level.

It is evident that technological advances, the rate of consumption, & influence exerted by factors such as peers or musicians themselves, can affect the development of rock n roll music from a local, to national, to global level.