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16. ~~Popular~~ Rock'n' Roll ~~has existed~~ first ~~crossed~~ ^{filled} the ears of society from the 1950s. This musical ~~and~~ style of music set itself apart from the typical norms of classic and jazz in it's ability to shock audiences and continually re-invent itself in ~~new~~ ~~ways~~ a way more shocking than before. It was this continuity that secured Rock'n' Roll as a popular culture rather than a mere fad. For any popular culture to ~~survive~~ ^{achieve} this ^{status} ~~it~~ must develop from a local to a national ~~to~~ to a global level ~~through~~ via the media. The media's role in Rock'n' Roll has been undeniable ~~in~~ ~~the~~ the 1950s saw the emergence of Bill Haley and the Comet's "Rock Around the Clock" shoot to fame. The ~~same~~ music was made accessible through the utilization of media in the form of radio which broadcast the song at a local and national levels. However ~~it is in the story of~~ the emergence of Rock'n' Roll was largely due to the impact of a white boy hanging around Sun Record studios in Memphis, Tennessee. Elvis Presley began his career in Rock'n' Roll at a local level when he answered the prayers of the Sun-Record studios owner for "A white man who could sing like a black man". ~~The~~ the media ~~continued~~ to raised Elvis to a national level with his performance ~~on~~ on the Ed Sullivan

show. This relayed Rock'n' Roll to ~~consumers~~^{viewers} across the nation and, despite the music's African-American tune being similar to African-American ~~base~~^{tunes}, it was embraced by a new social group, teenagers.

After WWII these young adults had secured themselves as a generational group and with potential for part-time employment being high, business executives the world over saw a killing to be made by turning Rock'n'Roll into a consumable product. And so they did.

It was this action which shot Rock'n'Roll to the global scale. Films such as Elvis Presley's 'A Hard Day's Night' were available and distributed internationally and, to this point, products such as 'Heartbreak Hotel Lipstick' allowed Elvis to 'always be on the lips' of teenagers across the world.

The way Rock'n'Roll helped form the identity of teenagers. Social Continuity is evident in the way Rock'n'Roll helped form the identity of teenagers ~~the world over~~ for many years to come. When Rock'n'Roll splintered to form other styles these styles were adopted by generations and the disenfranchised found a sense of belonging through their music preferences.

Concerts and live performances, even today, remain the lifeblood of the Rock'n'Roll industry. This allows fans to enjoy the music which means so much to them ~~at a local level~~. Additional writing space on back page.

~~through a~~ ~~micro~~ micro-world experience. However, concerts such as Live Aid are ~~presented~~ broadcasted by the media and relayed onto the television screens of teenagers. Thus achieving a macro-world experience of Rock 'n' Roll on a global scale.

Today ~~the~~ technological advancement has contributed to another form of access for Rock 'n' Roll. The media ~~can~~ have effectively reduced the gap between artist and consumer through the creation of websites designed to allow communication with Rock 'n' Roll acts. An example of this is Neil Finn, the frontman for the band Crowded House who ~~now~~ offers his fans the opportunity to connect with him and confer on his song lyrics. This is also an example ~~of~~ of Rock 'n' Roll's development on the Global-Scale.

Media, however, is not confined to ^{the} ~~typical~~ ^{typical} ~~areas~~ ^{areas} of newspapers, the internet etc. In fact the development of products such as Guitar Hero allow ~~in~~ consumers to access Rock 'n' Roll ~~in~~ in their micro-worlds through macro-world technology. This is a global level for Rock 'n' Roll itself ~~however~~ yet it shows how much society is changed that individuals are now being encouraged to ~~repeat~~ ~~the~~ ~~per~~ mimic the sounds of so-called "satanic influences", ~~considering~~ ^{considering}

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the uproar which occurred when Rock 'n' Roll first emerged. One, ^{it seems,} are the days when ~~the names Alan Freed and Rock 'n'~~ films such as 'Rock Around the Clock' were banned from cinemas, restricting access and ~~the ability~~ ^{attempting} to ~~prevent~~ restrain the media's ability to develop this popular culture. It all seems laughable in retrospect. However the media was not always supportive of Rock 'n' Roll's rise to ~~glory~~ glorification, in fact ~~the~~ ^{the TV show} ~~the~~ American Bandstand was taken off air for several episodes after showing images of mixed-race dancing and who can forget the shock of Elvis' pelvis gyrations which caused the media to, henceforth, refrain from showing the performer from below his waist. ~~Rock~~ Rock 'n' Roll's rise to fame was also ~~the~~ subject to the 'paupla' scandal which effectively ended Alan Freed's career. This example illustrates the ways in which the media was biased in it's role of developing Rock 'n' Roll ~~to~~ and it's artists ~~based on their~~ ~~pop~~ ~~and~~ as well as how bribery compromised society's access to popular music.

To conclude Rock 'n' Roll's ~~development~~ ^{development} as a popular culture is reflective of it's ~~ability to~~ ~~accessibility~~ accessibility and the way it was broadcasted by the media.

Despite the media sometimes limiting the growth of this popular culture it ~~is~~ can quite truthfully be said that, without the media, it is unlikely Rock'n' Roll would have developed past the local level ~~is~~ and this would have undeniably altered the course of ~~history~~ social ~~and~~ and cultural history.

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