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a) The ^{local} origins of popular ~~music~~ can date back to early jazz, blues and ragtime music. It was regarded as 'slave music'. Popular music began to become a pop culture when white people started to perform this music. It became known as a genre called rockabilly, the most well known rockabilly musician being Elvis Presley. Advancements in technology like the 45rpm record, electric guitar and microphone and radiobroadcasts reaching more destinations, led rockabilly to grow on a national and global scale. Since then other genres of rock have formed.

b) Heroes have had a large impact on the consumption of popular music. For example the hero image regarded towards Kurt Cobain. He was lead guitarist and vocalist for the grunge band Nirvana. He never planned for the band to become extremely famous. He was seen as a popular music hero, because he ~~was not really~~ had an image that people could relate too. People

were willing to buy Nirvana records because they felt they could identify with Kurt Cobain. So when Kurt Cobain died, his heroic status grew even more because who was once regarded as a living legend was dead. The impact his heroic image had and still has on the consumption of popular music is through people buying Nirvana merchandise in a need to connect even more to Kurt Cobain. This can be through consuming Nirvana records, t-shirts, guitars and other related paraphernalia.

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