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c). For popular culture needs to be quality you need to be associated with the commercial products, have developed from a local to a national then to a global level, allow consumers to have widespread access to it and be constantly evolving and changing. It is hard to get rock'n'roll to become their own

popular culture immediately. First, before they become popular, for example Elvis Presley the first wave of rock'n'roll

between 1955 - 1958 recorded their audio, the company called sing (became nationally) then they go to global by showing on T.V and ~~see~~ having access to the Internet.

And now, every singers always have access to the Internet, so their fan being able to contact them and to catch up

with them. But if, however, there is no technology and rock'n'roll is remained the same, the future consumption won't be able to have ~~see~~ ~~see~~ everything up to date.

They may not even know the new albums that have released and they just listened to the old song and later on they will get bored of this and tired of waiting the new songs to released.

When they get everything up to date, it allows them to get close to their peer and feel part of it, so consumers will still think and makes this as popular as it used to be.

It is not good for globalisation to stay the same as the previous, it will affect to the future of consumption of this popular culture. Comparing to rock'n' rock, it has changed a lot and that's why it has been accepted by

the adult in the United States. So yes, popular culture
on rock 'n' roll need to change in term of globalisation.
For the ^{good} future consumption.

Additional writing space on back page.