

Start here. Popular culture - Rock music

Rock music in the 21st century is a highly diverse category of music. This particular type of music has helped to form the basis of many sub-cultures and branches of Rock. With such variety, Rock music is highly available to many. Consumption of Rock music comes mainly from outlets such as TV & Radio but with the introduction of the internet as an outlet, much of the consumption of this music is coming from illegal websites offering it for free.

With this in mind, that means to say that the Rock music industry is slowly losing its main source of income. Although, the music industry is only run by 4 major labels, it means the smaller, independent labels are the ones suffering. But as globalisation suggests wide spread access to a product that is un-altered, the internet is providing and proving a useful tool in placing Rock music, into the hands of even more possible consumers. With sites such as youtube, & Myspace, Rock bands are now able to widen their access.

The problem with this largening & expansion

of Rock music's availability, it becomes increasingly hard to control. Controlling & maintaining proper access to legitimate products to consumers is becoming an increasingly hard thing to deal with. With the increase in new technologies, much of Rock music's products i.e. CDs, T-shirts, DVD's etc. can be forged, and people have access to cheaper, fake products.

With increases in technology, access & consumption the rate of globalisation will continue to affect Rock music. In the future Rock music's main source of revenue/income may end up becoming from the concerts being held & interviews with media outlets. The effect of globalisation upon Rock music is becoming increasingly worrying due to cracks in the system, it is these cracks which need to be addressed correctly & fully to be able to understand the direction that Rock music is headed. The implications of globalisation upon Rock music is greatly increasing and will therefore end up affecting the future consumption.

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