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Popular culture expresses the ideology of western liberal democracy. Whilst although the initial doctrines express the ideas such as individuality, independence & equality, the doctrine that is popular culture is inherently linked to capitalism in which the institutional power & role of the media has enabled the access & development of popular culture products from a local to a national to a global level. The role of such an institution has had a vital impact on the lives of people, imbuing its dominant ideology of the revolutionised music of Rock'n' Roll.

The media has the power

to control what we consume, how we consume, where, & when, & how much we consume. In many senses the role of the media has virtually encompassed the lives of many people throughout the world in which it has been able to make an authorial intrusion on the way in which consumerism & capitalism work within our society.

Popular culture, is therefore a shared set of beliefs, emanating out of the late 19th & early 20th centuries. ~~The emergence of~~ ~~Rock 'n' Roll~~ This is evident in the ~~the~~ evolutionary music of Rock 'n' Roll

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which emerged with the release of Bill Haley & The Comets Hit single, 'Rock around the clock' in 1954. This new form of music was a musical hybrid in which it mixed a cross pollination of African American sounds with that of traditional rural white American sounds. It developed a new way of thinking & epitomized a new generation of people the 'teenager' which began to permeate following the end of WWII. This new liberalised & social & economically group encompassed new attitudes on sex, life, & race, which reshaped western culture.

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Roll brought it altogether in a potent mix. Like all popular cultures, Rock n Roll is characterised by:

- Allowing consumers wide spread access
- Associated with commercial products
- constantly changing & evolving
- & Finally these are interrelated with the idea that it develops from a local to a national to global level, in which the media plays a huge role in the dissemination of popular culture, enabling the capacity to deliver to a mass market
- & reiterating the point that a sophisticated

production & distribution network is essential in its success across locational areas, of influence.

Distribution networks are often well equipped & experienced in ~~the~~ dealing with the massive numbers of product & technology in the deliverance of popular culture to a mass media. Outlets such as radio networks, mass circulation newspapers & magazines such as the 'Rolling Stone', television & more recently the internet aim to reach a large audience, and assist in the breakdown of local, national & international barriers.

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media Corporations such as 'Apple' with their thousands of employees & millions of consumers are capable in meeting the demands of a global consumer which is represented by their \$8.24 billion profit in 2009. Hence, globalisation is an essential element of rock'n roll & pop culture in general.

For example, Elvis Presley was signed with Sun Records, in which the owner, Sam Phillips could not meet the demands of ~~the~~ his records due to lack of resources & thus sold him to music TNC RCA for a sum of \$25 000. It was this move which enabled a media

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rich career, experienced by ELVIS. Due to this ~~was~~ throughout his career, Elvis performed on local Radio, & on national TV such as the Ed Sullivan show & Milton Berle show, in which he caused controversy over his sexual provocative dance moves. He was also distributed to the global stage via live performances, world tours & the development of the ^{mass} production of his records which became global phenomena. It is due to the media in which ELVIS developed from a local to a global success & contributed to his pentecost as the

'King' of Rock.

Furthermore it is apparent that institutions & corporations are essential in the process of locational development through media outlets as they provide substantial investment & superior technology & resources in the dissemination of the artist to the consumer. Here we see the relationship between the power triply held by the stockholders. ~~How~~ in which it is clear that the corporation always has the upper hand. However not all corporations are in it for money, such as the ABC, who has introduced

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artists to local
& national media
via its tv network
& radio network
Triple J in which
'Silverchair' developed.
It is through shows
to programs such as
'Countdown' that the
ABC distributed Australian
talent to global
media prominence.

Similarly the British
Invasion, developed
a new level of
access in America to
what is now determined
as the classic era of
Rock in which British
Dads reshaped &
revitalised the traditional
sounds. Their limited
access to media not
disseminated Rock in
the early 50's such

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As the BBC initiated a further excitement and this catapulted bands such as the Beatles from local kids who grew up in welfare housing to global success & marketing campaigns in which the media exploited their image through the corporation developments of pop culture.

However the most prominent form of media in the development of pop culture from a local to national to global level has been the technological developments which have constantly changed & evolutionarised the medium of media in which the sounds were

listened to & accessed. The prominence of the Radio in the early 50's was responsible for vast access & dissemination of the new form of music however it only reached a small vicinity in which only Americans in the middle class suburban areas were given access to this it only developed it on a local level. However the invention of tv, video, & the internet has broaden the scope in which Rock 'n' Roll can reach. The invention of P2P programs & mp3's including LimeWire has however contributed to the legal purchase of music.

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enhanced by the growing demand of consumers needs & wants for something new & different.

Even so, due to the laws of functionalism & trend extrapolation the future of the music industry controlled by the media is still promising. Even if artists can no longer afford to produce music new technology & media outlets have proven that they are not necessary. The emergence of global wants for techno, dance & ~~rock~~ electronic genres ~~have~~ via bands such as Daft Punk have

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utilised methods of sampling & production in which the continuity of Rock n Roll forms will continue to be used & enjoyed for years to come. It is due to mediums of internet media such as Youtube in which this is provided with a foundation to last.

Mediums such as Youtube are a perfect example of the media exploring the possible ways of developing pop culture in locational expediency. Artists like Justin Bieber were witnessed &

found on such media
in which he was
catapulted to
international fame
& stardom. In
this sense, new media
enhances the effects
of globalisation in
which the internet
is able to skip
levels of development
& hence create
more revenue for
institutions & corporations
such as TNC'S.

In conclusion it
is evident that the
role of media is
pertinent in the development
of pop culture specifically
Rock 'n' Roll from
local to national
to global levels
of recognition in
which it has played
a catalyst

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in developing the
4 characteristics of
pop culture into an
international zeitgeist.

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