

# Contents

<i>Preface</i> .....	7
<i>Acknowledgement</i> .....	11
<i>Contents</i> .....	13
<i>Introduction</i> .....	15

## PART 1: THEORIES OF CULTURE, POPULAR CULTURE AND POPULAR MUSIC

1	<i>On Culture</i> .....	29
	↳ 1.1 Subculture.....	34
	↳ 1.2 Youth Cultures .....	38
2	<i>What Is Popular Culture?</i> .....	42
	2.1 The High Culture Theory .....	46
	2.2 The Frankfurt School.....	48
	2.3 The Postmodernist Cultural Theory .....	51
3	<i>Mass Structures: Media, Culture and Society</i> .....	56
	↳ 3.1 The Historical Development of Mass Media .....	57
	3.2 How Media Systems Work.....	62
	↳ 3.3 The Effects of Mass Media .....	65
4	<i>What Is Popular Music?</i> .....	72
	4.1 Adorno's Approach.....	75
	4.2 A Modern Approach.....	82

**PART 2: THE EVOLUTION OF ROCK MUSIC**

<b>5</b>	<b><i>The Emergence of Rock</i></b> .....	<b>91</b>
	5.1 The Music Industry before 1955 .....	92
	5.2 The Teenager or: How the Industry Raises Its Own Consumers .....	98
	5.3 Americanisation .....	102
<b>6</b>	<b><i>The End of Rock'n'Roll</i></b> .....	<b>113</b>
	6.1 High School Pop.....	117
	6.2 Surf Music .....	122
<b>7</b>	<b><i>The British Invasion</i></b> .....	<b>125</b>
	7.1 The Beatles.....	127
	7.2 Effects of the British Invasion.....	131
<b>8</b>	<b><i>The Sixties, the Counterculture and Its Music</i></b> .....	<b>135</b>
	8.1 The Baby Boom .....	138
	8.1.1 The American Baby Boom.....	138
	8.1.2 The British Baby Boom.....	143
	8.2 The Historical Development of the Counterculture .....	145
	8.3 The Sociology of the Counterculture .....	149
	8.4 Rock Music Grows up.....	151
	8.5 Sgt. Pepper's Lonely Hearts Club Band.....	155
	8.6 Psychedelia: A Hippie Lifestyle.....	161
<b>9</b>	<b><i>Video Culture</i></b> .....	<b>165</b>
<b>10</b>	<b><i>Conclusion</i></b> .....	<b>174</b>
	<b><i>Works Cited</i></b> .....	<b>183</b>
	<b><i>Further Reading</i></b> .....	<b>191</b>