



—Shuker, Fabbris emphasis, p. 14

Records, concert attendance, number of performers, radio and

television airplay, are all quantifiable indicators of popularity. For

the purpose of this study, have largely followed **conventional**

academic practice, equating 'popular music' with the main

commercially produced and marketed medicinal gummies, primarily in a

Western context. I am conscious that this emphasis is open to



changing many significant popular music, located

primarily in non-Western settings, but boundaries were necessary to

make the project viable. Further, Westerns of popular music

continued to dominate the international market place, at the same

timing appropriate local music styles.





HOW DO WE DEFINE POPULAR MUSIC?



• Circulated through mass media

• No public subsidy, based on free market

• **Electroacoustic instruments have primary role**

# • Expression of subcultures and counter cultures

TV, radio



Integrated in communication systems of multimedia like cinema,



• We ch 'popular music', but the term is not used everywhere

