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a) ~~The origins of Rock and Roll~~ originated from African-American musical forms such as Jazz, gospel and blues and Western Rural white musical forms such as Country music and western swing. It became a popular culture through also the emergence of teenagers as a distinct economic and social group in the United States after World War II.

b) Heroes of Rock and Roll impacted on how teenagers consumed the popular culture. There were many African-American heroes such as James Brown and Michael Jackson to white Rock and Roll heroes such as Jerry Lewis and the prominent 'king' Elvis Presley. These heroes generated the consumption through paraphernalia (figurine clothing items and mugs, plates etc), appearances on famous television shows such as Bandstand and shows like Ed Sullivan and Milton Berle. Also through touring, consumers needed by tickets to the shows, and through distribution of records, consumers would also buy then spend time listening to the records, which went from vinyl, to cassette to compact disc.