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Dr. R.K. Tandon

STUDY OF CIRCULATION OF FAKE NEWS THROUGH SOCIAL MEDIA

Sachin Kumar Jha

Introduction

In simple words, Mass Media is the means to communicate to the public. It is the technology which is used to communicate with the general public and reach the mass audience. It is the medium through which mass communication occurs and it is a one-way-mode of communication in which media communicates with the members of society. It refers to means of connecting people from different parts of the globe by sharing information using diversified media technologies that are intended to reach a large audience by mass communication. The common platforms for mass media are newspapers, magazines, radio, television, and the Internet. Each mass medium has its own content types, creative artists, technicians, and business models. The general public typically relies on the mass media to provide information regarding political issues, social issues, entertainment, and news in pop culture. It is also actually a one-way-mode of communication in which media communicates with the members of society and receives their appreciations and suggestions from time to time. Basically, media is the disseminating medium of different types of news and information to the public at large through print, electronic sources, and new media. Media has played an important role in the world and will continue to do that. Be it sports or democracy or any other topic or an issue, Mass Media plays an important role. In any democratic society, the media plays a very significant role. In today's era, the media is all around us. From TV shows to Radios to Internet to Newspapers and Magazines, we are surrounded by different types of Mass Media and their importance on our life is insignificant. Technology began to change very rapidly in the 20th Century. After the first super computers were created in the 1940s, scientists and engineers began to develop ways to create networks between those computers, and this would later lead to the birth of the Internet. The earliest forms of the Internet, such as CompuServe, were developed in the 1960s. Primitive forms of email were also developed during this time. By the 70s, networking technology had improved, and 1979's UseNet allowed users to communicate through a virtual newsletter. By the 1980s, home computers were becoming more common

and social media was becoming more sophisticated. Internet relay chats, or IRCs, were first used in 1988 and continued to be popular well into the 1990's. The first recognizable social media site, Six Degrees, was created in 1997. It enabled users to upload a profile and make friends with other users. In 1999, the first blogging sites became popular, creating a social media sensation that's still popular today.

The digital era that we are living in has caused lots of disruptions in the way people receive information from sources that are not credible, therefore it will not be exaggerating to say that there has been a rapid transformation of digital era into an era of disruption. When we talk about the digital era, we cannot side track the benefits it gives to information-seekers and its positives but we have to be clear of the fact that every coin has its two sides and therefore it becomes a necessity to address the negatives as well.

The major negative of this era has been the rapid emergence of an era of disruption and distortion of facts and figures where people are not concerned about the credibility of the news story as they are being spoon-fed with sensational stories fitting their needs and requirements and therefore people are living on assertions rather than believing proven scientific evidences. This very era of disruption and distortion is known as the "Post Truth Era" and the false stories that are being circulated are not the real stories but false news based on assumptions and assertions known as "Fake News".

It is far from ethical to circulate fake news and its misleading the masses, perhaps that's why it is a matter of concern for all of us. Fake News in the Post-Truth Era has spread like wildfire and it's important to address its causes and look upon methods to bring down the level of circulation of fake news. In this Post-Truth Politics, established norms, guidelines and ethics of a democracy and of the craft of journalism like accuracy, truthfulness, accountability, credibility and integrity seem to have been lost in the chaos of disruption and distortion of facts and figures.

The rapid rise in the usage of digital media including various social media platforms has led the people to rely upon these sources as their information providers and traditional media has been left behind. People consider these online platforms to be their only source of information as they are instant and also they can choose which news they want to read without even caring about the originality and truthfulness of that story. While there are still a few who rely completely on traditional media sources like newspapers for information, others have been drawn towards new media which is quick at providing news, thereby ensuring that they are aware of the happenings around the world without having to go through long articles in newspapers which is quite tiring contrasting to digital media which follows the principle of brevity and is instantaneous.

Indeed, a democratic society can only develop and grow if it has the right ethical practices being followed in the field of journalism that will make the citizens much more informed and aware about the current happenings otherwise the spread of misinformation will only increase potentially. For the smooth functioning of a Democracy, it is extremely important for people to have faith in the government, in judiciary and credibility has never been built on false information being circulated.

The idea is to build the trust of the people and also enabling them to an informed and educated decision by following the ethics of journalism by providing them with accurate information. Without trust, no democracy has ever existed. In this Post-Truth Era, the objective is to make people aware about the existence of “Fake News” as many people are still unaware of the fact that they are being brainwashed and made to believe made up and manufactured stories just for the heck of wide reach and popularity.

Objective of the Study

Main objectives of the study:

To understand whether people are aware about the term “Fake News” on social media.

To understand how social media is promoting fake news among public

HYPOTHESES

H1: To study the prevalence of fake news in today’s digital era. We all are living in a world where facts are being manipulated, stories are being exaggerated, sensationalized and overrated to gain much public attention which ultimately leads to people losing their credibility in the news stories and the particular news

organization providing the news story.

H2: Fake News that is being blindly circulated and believed today is far from ethical. We are going to study and analyze the perspective of people behind circulating fake news. Also, we are going to verify the ethicality of fake news in today’s digital era.

The idea is to identify major social media platforms circulating and providing fake news stories to the public. Also, we will study how this situation can be rectified.

Sample Size

100

Gender: Male and Female (above 18yrs)

Education: 10+2, UG, PG

Smartphone Owner: Yes/No

Social media User: Yes/No

Sample Technique

Non-Probability Sampling

Tool of Data collection

Primary Data collection Survey method - Questionnaire

Samples for the Study:

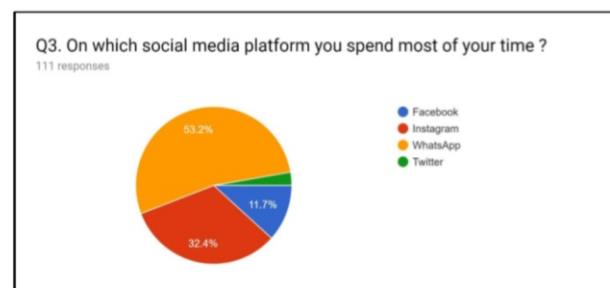
If each and every people had to be contacted for collection data, it would require much time, money and manpower. Sampling enquiry gives significantly correct results with much less time, money and material.

A set 10 questions were created to probe the amount of influence different social media and an individual’s approximate exposure time to social media. The respondents belonged to the age group of 18 years to 35 years and the total number of the sample was 100.

Duration of Study: The study was undertaken during the months of October at Different educational institution. The time taken for data collection was average, because the number of respondents was 100.

Data Analysis and Interpretation

The following tables and charts have been drawn on the basis of the entire collected data through questionnaire:

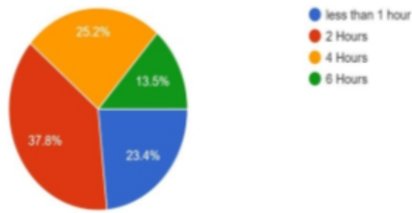


Interpretation

- 53% of respondents spend their most of the time on WhatsApp.
- 32% of respondents spend their time on Instagram.
- 11% of respondents spend their time on Facebook.
- only 4% of respondents spend their time on twitter.

Q4. How much time do you spend on social media in a day ?

111 responses

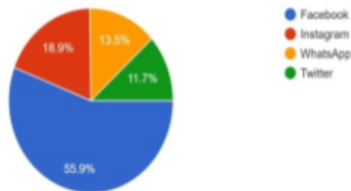


Interpretation

- 37% respondents spend approx. 2 hours on social media.
- 25% respondents spend approx. 4 hours on social media.
- 23% respondents spend less than 1 hour on social media.
- 13% respondents spend approx. 6 hours on social media.

Q5. From which social media platform do you consume news ?

111 responses

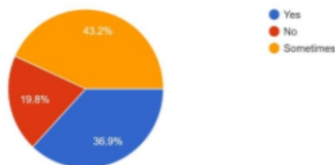


Interpretation

- 56% of respondents consume news from Facebook.
- 19% of respondents consume news from Instagram.
- 13% of respondents consume news from WhatsApp.
- 12% of respondents consume news from twitter.

Q6. Whenever you come across any type of news, do you check the credibility?

111 responses

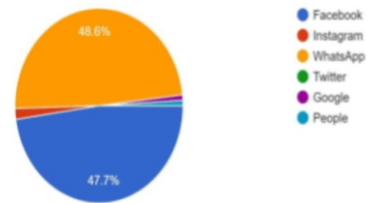


Interpretation

- 44% respondents checks the credibility of news sometimes.
- 40% respondents checks the credibility of news.
- 20% respondents do not checks the credibility of news.

Q7. According to you, which social media platform mostly circulates or promotes fake news ?

111 responses

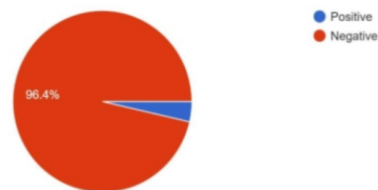


Interpretation

- 49% respondents says that the fake news is circulated via WhatsApp.
- 48% respondents says that the fake news is circulated via Facebook.
- 3% respondents says that the fake news is circulated via other social media.

Q9. What kind of impact do you think, the circulation of such fake news would have ?

111 responses



Interpretation

97% respondents believes that fake news create negative impact.

3% respondents believes that fake news create positive impact.

Findings

Fake news has spread like wildfire in today's digital and post-truth era. The development of social media and the greater usage of Internet and technology proved to be the medium of promoting fake news stories, keeping aside its positives or benefits in information gaining. However, if proper and controlled steps are taken in the right direction, this menace can be tackled effectively and soon we would be living in a world full of accurate news stories following the core ethics of journalism.

Also, exposure to the social media plays an important role in circulation of fake news.

Knowledge of fake news and how to check credibility is directly proportional to the news being forwarded.

Conclusions

Social Media platforms are playing a pivotal role in the rapid circulation of fake news in this digital era. Major social media sites providing fake news are undoubtedly the ones which are widely used these days like Facebook, WhatsApp, Instagram, and Twitter. Be it the posts about an Iranian girl's dramatic transformation to look like Angelina Jolie or President Kovind gaining 3 million new followers in an hour to the alleged torture of a young man who was found dead under mysterious circumstances that sparked communal tensions in coastal Karnataka, fake news is immensely dangerous, misleading and has hazardous repercussions.

These social media platforms are providing the people with malicious lies and exaggerated stories that immediately go viral and mislead people. There are certain steps that need to be taken by the people as well these various social media platforms as well to tackle the problem of fake news.

Recommendations

Indians and the 'Indian National Anthem' being adjudged the best by UNESCO is the latest fake news going around the Internet. This might not be offensive but it depicts the larger picture of the menace that we are facing today. Fake News, in this digital and post-truth era has pervaded all spheres of life. The fake news on social media is the recent disastrous menace that the entire globe is facing and it's high time we look for solutions to tackle this problem. This situation can be rectified if:

Social Media Platforms take the responsibility of publishing news stories only from verified and credible news portals.

People must be educated to track fake news stories on social media and report them immediately so that the authorities can take action against people or organizations spreading false information. Also, they must refrain from sharing such false content.

Uniform guidelines must be there regarding fabricated content.

Social media platforms should check the credibility and objectivity of the news story before publishing it.

Proper regulation and stringent policies must be there in order to reduce the spread of misinformation, especially through social media so that people can make informed choices and decisions.

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Comparison of Advertisements: All India Radio and Private Radio Channels.

Manika Srivastava

INTRODUCTION

Broadcasting began in July 1923 with programmes by the Bombay Presidency Radio Club and other radio clubs. According to an agreement of 23 July 1927, the private Indian Broadcasting Company LTD (IBC) was authorized to operate two radio stations; the Bombay station began on 23 July 1927, and the Calcutta station followed on 26 August 1927. However, on 1 March 1930, the company went into liquidation. The government took over the broadcasting facilities, beginning the Indian State Broadcasting Service (ISBS) on 1 April 1930 on an experimental basis for two years, and then permanently in May 1932. On 8 June 1936, the ISBS was renamed All India Radio

On 1 October 1939, the External Service began with a broadcast in Pushtu; it was intended to counter radio propaganda from Germany directed to Afghanistan, Iran and the Arab nations. When India became independent in 1947, the AIR network had only six stations (in Delhi, Bombay, Calcutta, Madras, Lucknow, and Tiruchirappalli); three radio stations at Lahore, Peshawar and Karachi fell in the share of Pakistan. The total number of radio sets at that time was about 275,000 in India. On 3 October 1957, the Vividh Bharati Service was launched, to compete with Radio Ceylon. Television broadcasting began in Delhi in 1959 as part of AIR, but was split off from the radio network as Doordarshan on 1 April 1976. FM broadcasting began on 23 July 1977 in Chennai, and was expanded during the 1990s.

AIR has many services in a number of languages, each serving different regions across India

AIMS & OBJECTIVES

The main aim of this research was to find out how a formal radio channel presents their advertisements in comparison to private radio channels and also which radio channel's advertisements seems more appealing to the audience. The purpose for this research is to study the comparison of advertisements in All India Radio and private radio channels. The basic idea is to study the comparison of how a jingle is created or an advertisement is designed in private radio channels and AIR. The study was quantitative and descriptive in nature.

To prove there is a significant difference between the advertisements of All India Radio and private radio

channels.

Difference on the basis of frequency of its broadcasting on radio channels.

Difference on the basis of content and format of an advertisement

HYPOTHESIS

NULL STATEMENT There is no significant difference among the advertisements of All India Radio channels and private radio channels.

ALTERNATE STATEMENT

There is a significant difference among the advertisements of All India Radio channels and private radio channels.

RESEARCH METHODOLOGY

Methodology may include publication research, Interview, Surveys and other research techniques & could include both present and historical information. Method chosen for the research is a simple method to conduct it easily. This is the systematic, theoretical analysis of the methods applied to the field of study. 'Quantitative Research'

Coding schedule will be a part of Content Analysis. In the coding schedule five advertisements will be taken from both the radio stations that is, five from All India Radio and other from a private radio channel. And then will compare the advertisements on the basis of five factors. From this way after setup all things accordingly in the research and conduct this research properly in a manner Research supposed to get the results as per set in accordance of assumptions in the hypothesis. There is a lot of way to conduct research and collect information. Coding scheduling is a best method for a brief and lot of content analysis situations.

CODING SCHEDULE

After hearing the radio channels from both the streams that is All India Radio (FM GOLD) and private radio channel (93.5 RED FM), comparison is done on the basis of some parameters taken under consideration. After taking those parameters, and performing the coding schedule, results will easily be recognized. Parameters that are taken under consideration are :-

- 1) Advertisement length - Minimum length of an advertisement starts from 10 seconds and can reach upto 30 to 40 seconds.
- 2) Content - This defines what is the content of an advertisement. Either it is formal or is informal.
- 3) Language - This parameter shows that in what language the commercial is. Is it in hindi or in english.
- 4) Frequency - How many times does an advertisement get broadcasted on air or what is the frequency of an advertisement.
- 5) Format - Whether an advertisement is in a message form with a simple voiceover or is it in a jingle form with the music, sounds and message.

DATA ANALYSIS

93.5 RED FM

BOOK MY SHOW

1. Advertisement length 15 seconds
2. Content informal
3. Language hindi
4. Frequency once in an hour
5. Format jingle

FM GOLD

GIRL EDUCATION

1. Advertisement length 25 Seconds
2. Content formal
3. Language hindi
4. Frequency twice an hour
5. Format message

93.5 RED FM

PEARL ACADEMY

1. Advertisement length 15 seconds
2. Content informal
3. Language English
4. Frequency twice in an hour
5. Format message

FM GOLD

HALLS VAPOUR ACTION

1. Advertisement length 10 Seconds
2. Content formal
3. Language hindi
4. Frequency once in an hour
5. Format jingle

93.5 RED FM

TATA TEA

1. Advertisement length 17 seconds
2. Content informal
3. Language hindi
4. Frequency twice in an hour
5. Format message FM GOLD

WASHING POWDER NIRMA

1. Advertisement length 50 seconds
2. Content formal
3. Language hindi
4. Frequency once in an hour
5. Format jingle

FM GOLD

SWACCH BHARAT ABHIYAN

1. Advertisement length 30 Seconds
2. Content formal
3. Language Hindi
4. Frequency once in an hour
5. Format message

CONCLUSION

Comparison among the advertisements of All India Radio channels and Private radio channels portrayed the significant difference among the advertisements of All India Radio channels and the Private radio channels. Through this coding schedule research got both the results, the null and some alternate differences. But in the end the coding schedule revealed a significant differences among the advertisements of both the radio channels.

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EVOLUTION OF ELECTRONIC DANCE MUSIC

Prashant Arora

INTRODUCTION

Music has been evolving right from the beginning. New music, New artists, New Genres are discovered in every phase of Human Evolution but If we go back into the mid-20th century, we'll find there was no electronic music, back then People played real instruments, sang melodious songs but as the time progressed technologies were developed, the human race evolved and a new music Genre came up as Electronic Dance Music commonly termed as EDM.

EDM is termed as an umbrella under which several other subgenres like house, techno, trance, downtempo, breakfast, bass, hardcore and other genres nurture. Not only the music but we'll be talking about some of the pioneers of electronic music as well, those who took music to another level.

Ex – Jonny Cage (1939) Rob Hunter (1972), Donna Summer (1977), Laser (1981), Frankie Knuckles (1987), Nightcrawlers (1992), DAFT PUNK (1997), Benny Benassi (2003), Tiesto (2004), David Guetta (2004), Diplo (2005), Deadmau5 (2007), Laurent Wolf (2008), Swedish House Mafia (2010), Afrojack (2010), Avicii (2011), Skrillex (2012), Tiesto (2012), Dimitri Vegas and Like Mike (2013), Martin Garrix (2013), Armin Van Burren (2014), Calvin Harris (2014), Alan Walker (2014), DJ Snake (2015), Steve Aoki (2015), Major Lazer (2015), Jauz (2015), Marshmallow (2016), J Balvin (2017)

OBJECTIVE OF THE STUDY

The study aims to find the level of awareness amongst members of Electronic music making societies/ DJ artists.

To understand the contemporary culture of music production.

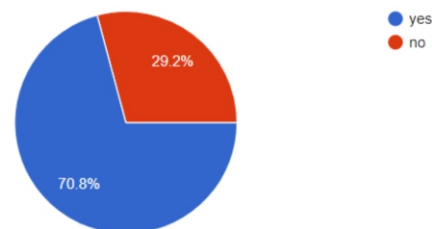
To overview the gradual changes in music and evolution of new genre of music.

METHOD

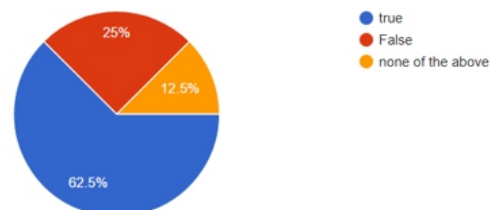
A set of questionnaire was designed and circulated in the form of google forms among the DJ's and Members of music-making societies

DATA ANALYSIS.

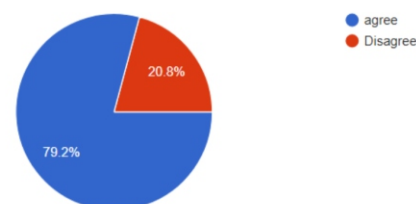
1. Is electronic music 'real' music?



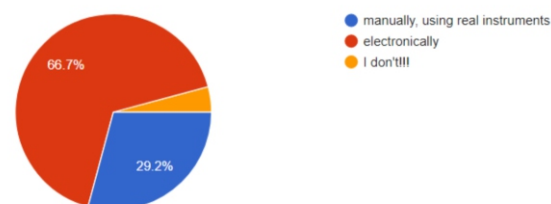
2. Is it possible to invent huge music genres like pop, jazz, rock, dance and electronic, or has the evolution on that scale stopped and moved onto inventing countless sub-genres?



3. There are studies that show the adverse effects of electronic music on a children's brains.

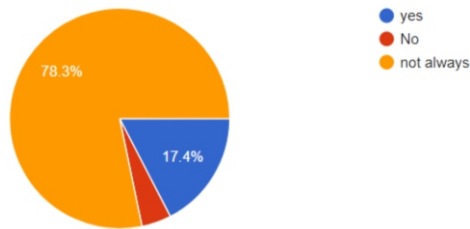


4. How do you create electronic music?



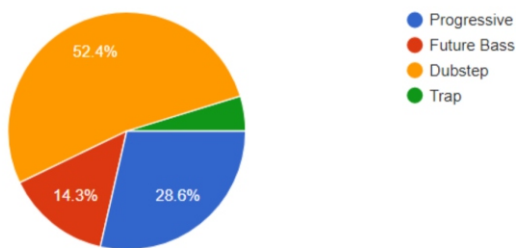
5. Are the sub-genres really different when it comes down to the composition of the song?

21

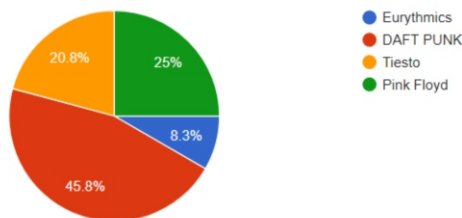


6. What electronic music genres became big in 2011?

21

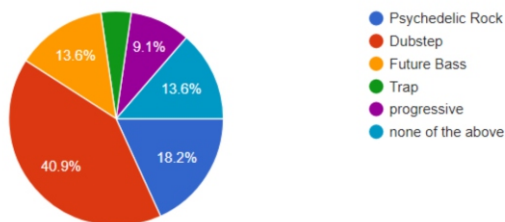


7. Whom do you think is the revolutionary pillar when we talk about the evolution of electronic dance music as a whole?



8. Which sub-genre is going to take over in the coming period of time?

22 responses



Analysis and Discussion

Music Trends keeps on evolving as quickly and dramatically as electronic music. Within the span of a few short years, genres are born, rise to the top, and slide back into oblivion. The increasing pace can be ascribed to a number of factors: global communication methods, social media, rapidly advancing production capabilities and ruthless marketing campaigns. Before 2011, very few people had any idea what "trap" or trapstep" were, and now, well, that Katy Perry/Juicy J track has 1.1 billion views on YouTube. But chances are, in a couple years, no one but the original fans will remember what trap music sounds like.

With most of the DJ's voting for Dubstep & Future classic as the future sound, I'd like to throw some light on how it all began.

Dubstep was the first bass music genre to make it big in the United States, but at the time of its inception (South London circa 1999).

It was surrounded by thriving low-end cultures. London has always been ahead of the electronic music curve, with perhaps the only American answer being the psychedelic/beat music scene coming out of LA. Thus, early dubstep producers like Horsepower and Zed Bias found inspiration in a number of related scenes, scenes that shared a common ancestor in the Jamaican sound system community (hence the "dub" in dubstep). Drawing on the already popular bass "riddims" of jungle, the sharp textures of grime and the syncopated rhythms of 2-step, pioneers crafted an atmospheric sound that favored dark, subtle tracks and tribal energy.

Starting in 2001, a prominent club night, Forward>>, began hosting top acts on a weekly basis. At first, it wouldn't have been entirely correct to classify the "Forward Sound" as dubstep "" the night was an experimental space where producers played with many variations of the garage genre, blurring lines and creating new spaces along the way. The Forward Sound also reached beyond the club night, with a slot on the influential pirate radio station Rinse FM introducing listeners throughout London to the sound. Artists that regularly played at Forward in the early days included Hatcha, Oris Jay, and DJ Slimzee.

As the years passed, new artists showed up and added to the vibe, each bringing in their own unique backgrounds. Plastician (or Plasticman in his early days) brought his expertise with grime into the mix, while Skream and Benga, influenced by genres associated with the rave movement, ramped up the bass. While artists certainly retained their individuality, the genre as a whole had solidified into something identifiable as dubstep within a few short years, and by 2003, it was reaching a huge audience thanks to BBC Radio 1 DJ John Peel. That same year, another club night, Filthy Dub, joined the scene, and shortly after, Plastician's label, DMZ Records, stormed onto the global stage.

CONCLUSION

Disco led dance culture into the clubs, where technological advancements allowed sound to become louder and clearer. Technology also gave DJs more control over the record decks and gave the ability to create drum beats. As new genres emerged, they were carried over to other music scenes and influenced the cultures abroad. When British youth started to use it while listening to acid house, techno, house, UK garage, or UK hardcore, it made them feel like they were a part of this much bigger experience. The way that raves were forced into illegality because no venues could remain open after 2 am was just sad. Then legislation changed, and licensing laws became more relaxed, and in time legal raves were allowed, granted they ended much earlier.

This has changed yet again in recent years. Not only have rave or, as they preferred to be called now, electronic promoters been able to allow artists to perform at massive venues. but some places have even allowed them to run as late as 4am.

If we merge each & every aspect of this research from the use of Telharmonium to synthesizers, from Pink Floyd to daft punk and then the dubstep era, we'd notice significance change in the music genre that has been trending from time to time. The truth is the music cannot be predicted for long as technology keeps on changing and advancing, making things to do a lot easier than usually they were. Bringing features and technologies one once dreamt of in the 90's, music culture is astonishing and yet, unsurprising given the previous cycles that dance music has gone through. The future of electronic dance music culture remains uncertain.