

## THE PHILIPPINE VIDEOKE PHENOMENON: CULTURE, AESTHETICS AND TECHNOLOGY IN TODAY'S GLOBALIZED COMMUNITY

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The videoke phenomenon sweeping the country today is a showcase of how contemporary popular culture is shaped by the processes of globalization. It is a representation of how deeply held cultural traditions resist or appropriate foreign influences which in turn produce a hybrid of cultural practices that has altogether acquired a new and distinct identity. It is a treatise of the constantly changing character of contemporary popular musical culture that is significantly constructed by the extensive influence and inventiveness of transnational entertainment systems.

Based on several months of intensive fieldwork activities, this article explicates a pervasive and invasive phenomenon that cuts across demographic and geographic divides. It presents an analysis of the implications and likely trajectory that this contemporary cultural phenomenon brings. It broadens one's understanding of how contemporary tastes in popular music are crafted by entities way beyond Philippine shores.