Your Name

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**Homework**

In the reading “Underground Mainstream”, top designer Steven Heller emphasizes on the making his readers understand, how the theft of original ideas without much of a value in market and their modification has turned out to be a major hit in advertising (*Underground Mainstream: Design Observer*). He gives example from the beginning of the twenty-first century when the avant-gardes used to generate original ideas while companies like Weiner Werkstatte, Deutsche Werkbund, Bauhaus used those ideas and turned it into the modern art which became a reason for their success. He quotes Earnest Elmo Calkins about how he believes in this concept of developing underground into a mainstream despite the anti-establishment and encourages marketers to adopt the characteristics of the avant-garde in the development of modern art (*Underground Mainstream: Design Observer*). After analyzing the reading, this paper focuses on establishing the conclusion to whether the concept of underground and mainstream is still applicable in advertising.

I believe that the concept of underground and mainstream is applicable in the modern era of advertisement. Mainstream and Underground's iconic juvenile fight has been embedded in the contemporary world of western pop society for almost as long since it's been around (*Underground vs. Mainstream Music – The State Times*). Initially associated slightly with the popular current music including Mainstream Pop vs Underground Alternative, etc., it has already expanded to everything provocative that relates to teens and folks under twenty years of age. Contemporary art lack features that could render them equal to all those who occupied the power before them. Hip-hop nowadays portrays substance abuse, sexuality, and how much cash can be made (*Mainstream Culture Archives - Culture Jamming*). However, in the older days of the hip-hop industry, those themes were prevalent, but it was not as exaggerated as it is nowadays. There is one of such comparisons in almost every existing item (*Mainstream Culture Archives - Culture Jamming*). Subtlety, it is inadequate as the main aim is always to cater to the media and the public, and not to convey authenticity. However, due to the emergence of innovative technologies, the advertising industry nowadays offers underground means of art to immediately get prominent which means the concept has somehow merged with mainstream in this new era of technology (*Mainstream Culture Archives - Culture Jamming*).

**Works Cited**

*Mainstream Culture Archives - Culture Jamming*. http://wpmu.mah.se/nmict141group2/tag/mainstream-culture/. Accessed 9 Dec. 2019.

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