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<p>For the radio format associated with this genre, see Modern rock</p>

<p>Alternative rock (also known as alternative music, alt-rock or simply &) Tj T* BT /F1

dent music underground of the 1970s. Alternative rock acts 🧬 achieved m ainstream success in the 1990s with the likes of the grunge, shoegaze, and Britp op subgenres in the United States 🧬 and United Kingdom, respectively. D uring this period, many record labels were looking for "alternatives", as many corporate rock, hard rock, 🧬 and glam metal acts from the 1980 s were beginning to grow stale throughout the music industry. The emergence of G eneration 🧬 X as a cultural force in the 1990s also contributed greatly to the rise of alternative rock.</p>

<p>"Alternative" refers to the 🧬 genre's distinctio n from mainstream or commercial rock or pop. The term's original meaning was broader, referring to musicians influenced by 🧬 the musical style or i ndependent, DIY ethos of late-1970s punk rock.[4] Traditionally, alternative roc k varied in terms of its sound, 🧬 social context, and regional roots. T hroughout the 1980s, magazines and zines, college radio airplay, and word of mou th had increased 🧬 the prominence and highlighted the diversity of alternative rock's distinct styles (and music scenes), such as noise pop, indie rock, 🧬 grunge, and shoegaze. In September 1988, Billboard introduced & quot;alternative" into their charting system to reflect the rise of the for mat 🧬 across radio stations in the United States by stations like KROQ-FM in Los Angeles and WDRE-FM in New York, which 🧬 were playing music from more underground, independent, and non-commercial rock artists.[5][6]</p& at:

<p>Initially, several alternative styles achieved minor mainstream notice and a 🧬 few bands, such as R.E.M. and Jane's Addiction, were signed to major labels. Most alternative bands at the time, like 🧬 The Smiths, one of the key British alternative rock bands during the 1980s, however, remained signed to independent labels and 🧬 received relatively little attention from mainstream radio, television, or newspapers. With the breakthrough of Nirvana and the popularity of the 🧬 grunge and Britpop movements in the 1990s, alternative rock entered the musical mainstream, and many alternative bands became successful.</p&qt;

<p>Emo found 🧬 mainstream success in the 2000s with multi-platinu m acts such as Fall Out Boy, My Chemical Romance, Paramore and Panic! at ㊗