

Entertainment and Popular Culture

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What is Popular Culture?

A popular culture generalizes the form of media to create practices, beliefs, objects which dominate the society in a certain period of time. Popular culture applies to the activities and reactions on the objects that expose the social system.

Globalization and American Popular Culture

According to Lane Cothers, it explains about the play role of the entertainment and popular culture to analyze the mass appeal on Chapter 2: *“American” Popular Culture on Globalization and American Popular Culture*: “The primary driving force behind popular culture is mass appeal, and it is produced by what cultural analyst Theodor Adorno refers to as the ‘culture industry.’ (Cothers et. al., 2021, pg. 48)” Cothers discussed this chapter to encourage readers to understand the trademarks and the media law on the entertainment and popular culture: “The chapter explores the legal, economic, cultural contexts in which the American popular culture. (Cothers et. al., 2021, pg. 48)”

What are the categories of popular culture?

According to *Mr. Pop Culture*, there are six categories of popular culture: “entertainment (movies, music, TV), sports, fashion, politics, and technology.” Additionally, slang could be a consideration of the popular culture, it “become popular in our culture as each year seems to have its own signature, especially with teens...”

Chapter 8: Entertainment and Popular Culture

According to Campbell, developing a creativity between art and entertainment defines a strategy of the media culture. He wanted readers to analyze how entertainment and popular culture affect society in order to build a future. “Whenever we talk about cultural quality, we

address still unresolved questions about how art is defined, and whether and how it is different from entertainment. (Campbell et. al., 2014, pg. 197)” Campbell discussed several topics to address the chapter such as *Drawing Cultural Lines* to observe the experience of entertainment and popular culture.

What is the importance of popular culture in the media?

On the *Philosophy Now* website, popular culture brings an enormous amount of people to classify collectivity. “It serves an inclusionary role in society as it unites the masses on ideals of acceptable forms of behavior. (Tim Delaney, 2007)” It provides a “sense of identity” that combines individuals in the world, arranging popular culture items “in their peer group”. Pop culture appears to society due to the incredible opportunities to prepare for the future.

How is the Mass Media associated with popular culture?

According to *Understanding Media and Culture: An Introduction to Mass Communication*, it discusses the history of popular culture. Mass media used to connect to pop culture to “introduce and encourage the adoption of certain trends. (Taylor Academy, 2012)” This information relates the *Media In Society* where it explained about the solution in the mass media. “Figuring out how art and entertainment connect or don’t in the mass media has been central to how people understand the role of popular culture in modern life. (Campbell et. al.,2014, pg. 198)” Mass Media addressed the issues between the 1950s and 1960s on the elite and traditional culture forms.

Drawing Cultural Lines

Drawing Cultural Lines categorize the illustration of the society. “These categories seem real and immutable until something happens to disrupt them. (Campbell et. al., 2014 pg. 198)”

Categories revealed in a natural way to make the readers more interesting. Campbell wanted readers to observe how categories of pop culture challenged consistently in the media industry. “As we have noted, assumptions once taken for granted have been challenged, over and over, again by both the form and contemporary media. (Campbell et. al., 2014 pg. 199)”

How do tastemakers impacted the Society?

On *Understanding Media and Culture: An Introduction to Mass Communication*, tastemakers made a big impact in society. It gave several examples on certain media to discuss this topic. “Ed Sullivan’s variety show, ... is the most famous for hosting the first U.S. appearance of the Beatles-a television event that was at the time the most-watched television program ever. (Taylor Academy, 2012)” Tastemakers supported the pop culture to bring the media new concepts to find a path to get the audience's attention “ ... the ability to sway of influence the taste of consumers can be worth millions of dollars. (Taylor Academy, 2012)”

Conclusion

Popular Culture described the role of the media. The categories of pop culture illustrate the society to analyze the media industry. The importance of pop culture is to identify the type of behavior in the peer group. Things would become easier if tastemakers would not bring the media to the table.

References

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