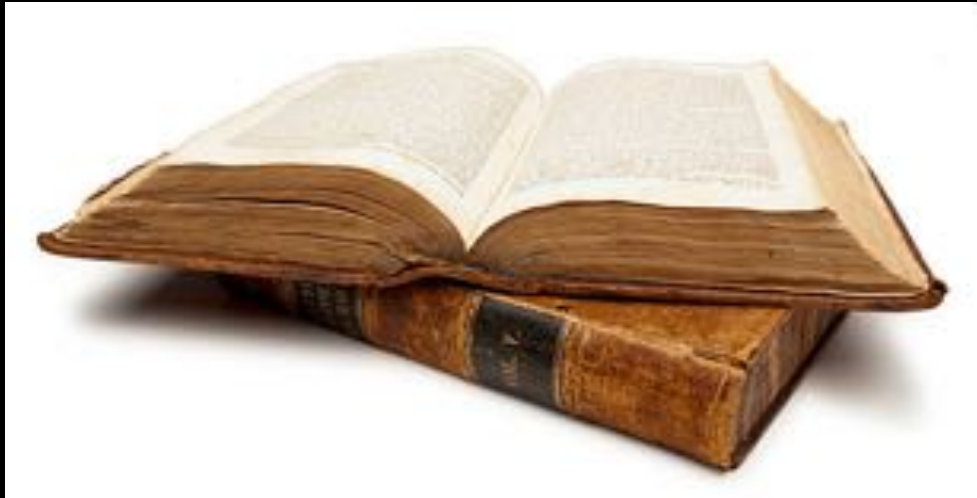


# Popular Culture



# Popular Culture

- What is pop culture?
- What does pop culture tell us about society?

Pop Culture  
Pop Culture

# What did you do last weekend?

- Jog while listening to mp3 music?
- Listen to the radio?
- Watch TV?
- Read a newspaper?
- Eat a McDonald's hamburger?
- Go to the movies?
- Go shopping?
- Participate in a sport activity?



# Discussion

- What were your pastimes when you were younger? Are they popular today?



# Cultures Defined

- **Popular Culture / pop culture / low culture**
  - The everyday, typical pastimes of people in a given social group.
  - Differs by group.
- **High Culture**
  - Recreational and cultural activities that are more “serious,” more “profound,” more “highbrow” than pop culture. Often associated to the upper middle-class and the upper-class.
- **Folk Culture**
  - Pastimes shared through direct oral communication, stories, jokes and children’s street games (we will not cover folk culture in this class).



# What does Popular Culture tell us?

- Many see it as a mirror which reflects the values and beliefs of society (but does it influence behaviors?)
- Toys are good examples.



# Popular Culture Characteristics

- Popular, successful
- Commercial(ized), easily available
- Fashionable, trendy
- Mostly children / young people
- Dependent upon tastes / groups (“tribes”), gender, sexual orientation, race, religion...

Pop Culture

Pop Culture

# Television: hub of pop culture

- 98% of homes in US have 1 television set, most have 2 or more.
- TV is the most frequent pastime.
- People in the US watch TV about 7 hours per day = 7 full years in the 47 waking years of someone living to be 70 years old.





# Television programs

TV series

Reality Television (including makeover television)

Children's programs

Talk shows

Quiz games

Sports

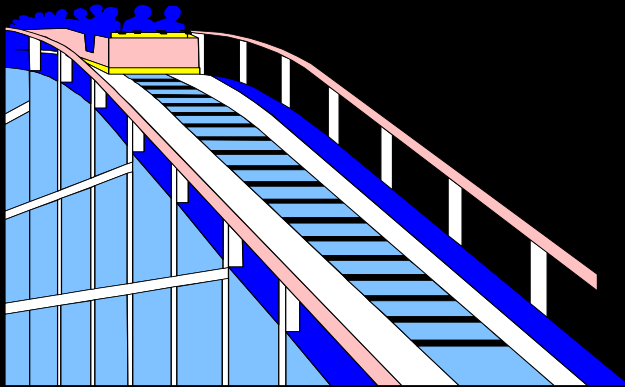
Cooking

Shopping

News (popular culture?)

Etc.

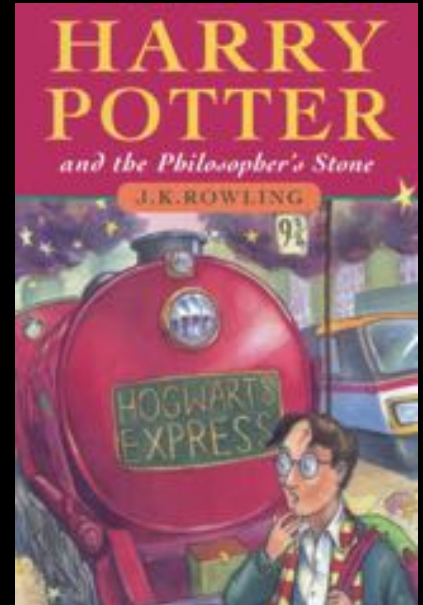
# Theme & Amusement Parks





# Newspapers, Magazines and Books

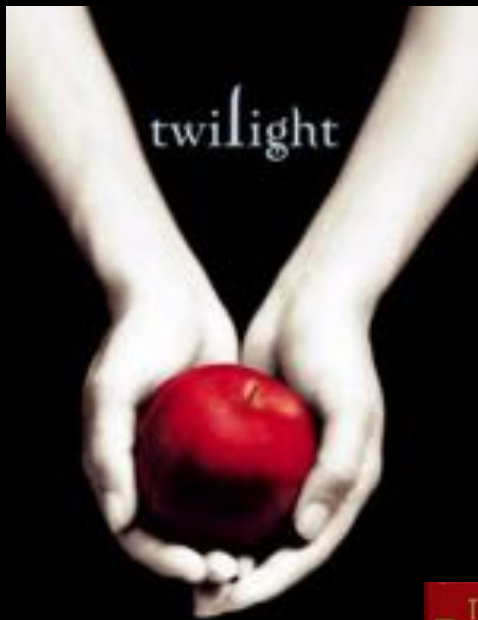
- 84% of adults in the US read a daily newspaper.
- 1,626 daily newspapers worldwide with circulation over 62 million readers.
- 54,000 book titles published annually in the world.
- Why do people read a newspaper / magazine / Book?  
What motivates their choice of reading material?



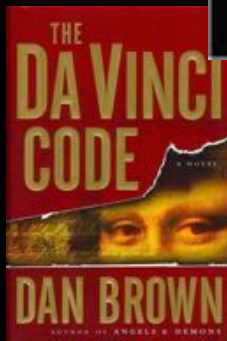


# Popular Fiction

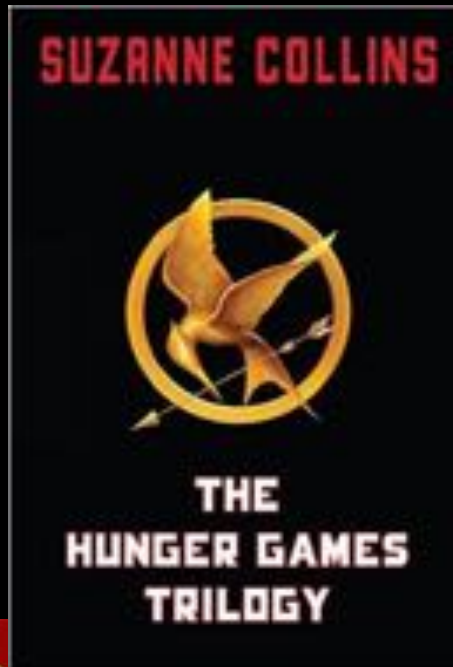
- Sci-Fi (example: teenage dystopia), Thriller (example: Dan Brown), Fantasy (example: Charlaine Harris).



STEPHENIE MEYER  
THE INTERNATIONAL BESTSELLER



THE  
DA VINCI  
CODE  
A NOVEL  
DAN BROWN  
AUTHOR OF ANGELS & DEMONS



SUZANNE COLLINS

THE  
HUNGER GAMES  
TRILOGY

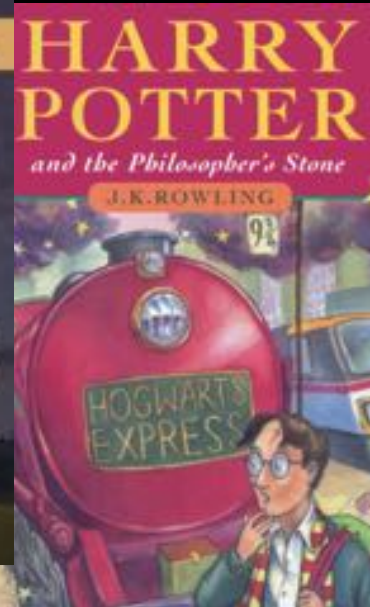


The Anthony Award-winning novel

A Sookie  
Stackhouse Novel

New York Times Bestselling Author  
CHARLAINE  
HARRIS

DEAD  
UNTIL DARK



HARRY  
POTTER

and the Philosopher's Stone

J.K. ROWLING

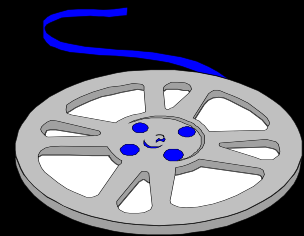
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HOGWARTS  
EXPRESS



# Movies (will be discussed in L2)

- More limited clientele than TV.
- Will movie theaters disappear?
- Impact of home video (then digital era) on leisure.
- Moviegoer demographics: Boys 15-25



# Movies: Top 25



## TOP 25 FILMS OF ALL-TIME (Domestic Gross)\* (Adjusted for Inflation)

1. ★ *Gone With the Wind* (1939)
2. ★ *Star Wars: Episode IV - A New Hope* (1977)
3. *The Sound of Music* (1965)
4. ★ *E. T. The Extra-Terrestrial* (1982)
5. *Titanic* (1997)
6. *The Ten Commandments* (1956)
7. ★ *Jaws* (1975)
8. *Doctor Zhivago* (1965)
9. *The Exorcist* (1973)
10. ★ *Snow White and the Seven Dwarfs* (1937)
11. *Star Wars: Episode VII - The Force Awakens* (2015)
12. *101 Dalmatians* (1961)
13. *Star Wars: Episode V - The Empire Strikes Back* (1980)
14. ★ *Ben-Hur* (1959)
15. *Avatar* (2009)
16. *Star Wars: Episode VI - Return of the Jedi* (1983)
17. *Jurassic Park* (1993)
18. *Star Wars: Episode I - The Phantom Menace* (1999)
19. *The Lion King* (1994)
20. *The Sting* (1973)
21. *Raiders of the Lost Ark* (1981)
22. ★ *The Graduate* (1967)
23. ★ *Fantasia* (1940)
24. *Jurassic World* (2015)
25. ★ *The Godfather* (1972)



# Movies (will be discussed in L2)

- **1929: 110 million people attended a movie per week. 4/5 of the US population went to a movie once a week throughout the entire year.**
- **This continued until the 1950s when television changed everything.**



## Discussion:

### Subject: Pop culture differences and Americanization

- What is popular in one country is unknown / disliked in another--based on the culture of the country.
  - Discuss what is particularly popular in the US and why
  - Discuss a cultural product that is popular in the US and not in France and why
  - Discuss a cultural product that it popular in France and not in the US and why