

The background features a black field with dynamic, flowing waves of color. On the left, there are vibrant green waves that curve upwards and then downwards. On the right, there are warm orange and yellow waves that curve downwards and then upwards, creating a sense of movement and depth. The waves appear to be layered, with some in the foreground and others receding into the background.

POPULAR CULTURE



QUESTIONS

- What do you think high culture means?
- What about popular culture?

AN OVERVIEW OF POP CULTURE

- Video (Stop at 8:30)
- Video (Start 2:55, Stop 7:10 / Restart 13:45, Stop)
- Why Pop Culture?: TEDxMileHigh

CULTURAL UNIFORMITY: POPULAR CULTURE

- Popular culture consists of activities, products and services that are assumed to appeal primarily to members of the middle and working classes.

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- Common categories include:

- | | | | | |
|----------|----------|---------|------------|--------|
| • Movies | Music | TV | Games | Sports |
| • News | Politics | Fashion | Technology | Slang |

THE BASICS: (PRE-ANALYSIS)

- Before we start our Culture Project we will do one final analysis of components of popular culture to ensure we understand key terms and have a bit of practice analyzing them.

HIGH CULTURE AND POPULAR CULTURE

- **High culture:** for upper class and upper middle class who have the time, money, and knowledge assumed to be necessary for its appreciation.
- **Ex:** classical music, opera, ballet, live theatre... .

- **Popular Culture:** consists of activities and services that are assumed to appeal primarily to members of the middle and working classes.
- **Ex:** rock concerts, spectator sports, movies, TV, internet... .

PIERRE BOURDIEU'S CULTURAL CAPITAL THEORY

- Pg 88-Do you agree / disagree with this theory? Why? Why not?

MASS CULTURE?

- Popular culture is assumed to be far more widespread and accessible to everyone, unlike high culture

READ AND DISCUSS

- **Read the article “Internet Cyberculture and Global Culture” on pages 90 - 91. Identify two positives and two negatives of this.**

PREVALENT FORMS OF POPULAR CULTURE

- Fad: a temporary but widely copied activity followed enthusiastically by large numbers of people.
- Object Fads: items that people purchase despite the fact that they have little use or intrinsic value. Ex: beanie babies, games, toys..
- Activity fads: include pursuits such as body piercing, surfing the internet, raves..
- Idea Fads: Ex: new Age technologies.
- Personality Fads: such as those surrounding celebrities of movies, music, sports ..
- Fashion: currently values style of behaviour, thinking, or appearance that is longer lasting and more widespread than a fad. Examples can be found in education, arts, clothing, music, and sports.
- Leisure activities; what you do in your free time, for fun or relaxation.

DISCUSS

- Review the common categories of popular culture. Identify at least five elements of “popular culture” most evident, or important, or enjoyable in your life today. Why do you consider each of them as evident, or important, or enjoyable?
- Write first, discuss second

MASS MEDIA

- Mass media (ex: television, films, internet) is a means of creating and spreading elements of popular culture in society. Read the article on pages 92 - 93.
- Opinion: Who do you consider as a contemporary celebrity icon? Why?
- Respond, then discuss

CULTURAL DIFFUSION

- Cultural imperialism: The extensive infusion of one nation's culture into other nations
- Cultural diffusion is the spread of material (items) and nonmaterial (practices / beliefs) cultural elements from culture to culture. Some nations oppose the spread and influence of popular culture from other nations into their nation. They view it as cultural imperialism.
- Opinion: Is their concern legitimate? Why / Why not?

CULTURE PROJECT

- Group project with independent component
- 3 group members
- Each group member will have an opportunity to assess the others and this will be part of the overall grade.
- They will be presented

PART 1

- As a **group**, you are expected to create a general description of your decade's "popular culture," in which you identify the major trends, historical events or other notable events (natural disasters, festivals –Woodstock, etc), ideas, Language (Slang use), sub-culture groups that might be manifested within the decade, music tastes and fashions of your decade.
- As an **individual**, each member of your group must research in-depth one (1) aspect of your decade's "popular culture" and create a description to be included as part of your group's presentation. (on looseleaf to turn in)
- As a **group**, draw connections between popular culture within the time period and lifestyles/trends/historical events etc. For example: How does Elvis Presley reflect and connect to a part of culture within the 1950's, how does he reflect changes taking place in society or relate to issues that were current in that decade?

SOME SPECIFICS

- Your assignment should be created within **Google slides**. **Be prepared to present**. Each member of your group will have an opportunity to assess group mates and this will reflect in the grade on the assignment for each member.
- You must cite your sources in **APA format** and include a bibliography on the last slide.
- You must include images and video clips to make your presentation engaging and demonstrate visually what you are talking about.

PART 2

- Within your slides Compare / contrast the last decade (2010 - 2019) with the decade of the twentieth century your group worked on.
- Create an organized description of current popular culture. Identify and describe specific examples for each of the different aspects (fads, fashions, leisure activities) of popular culture. You should have at least fifteen examples. Include a picture for each of your examples.
- Answer:
- **From the earlier decade what did you find the most interesting? Why? the least interesting? Why?**
- **Would you have liked to have been a teenager during this period? Why / Why Not?**
- **How have things changed?**
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- **What are some commonalities between our current decade and the one you studied? (Ideologies, fashion, music etc)**