

## 2 - Media Populer

Heavily influenced in modern times by mass media, this collection of ideas permeates the everyday lives of people in a given society. Therefore, popular culture has a way of influencing an individual's attitudes towards certain topics.[4] However, there are various ways to define pop culture.[5] Because of this, popular culture is something that can be defined in a variety of conflicting ways by different people across different contexts.[6] It is generally viewed in contrast to other forms of culture such as folk cults, working-class culture, or high culture, and also through different academic perspectives such as psychoanalysis, structuralism, postmodernism, and more. The common pop-culture categories are: entertainment (such as film, music, television and video games), sports, news (as in people/places in the news), politics, fashion, technology, and slang.[7] From the end of World War II, following major cultural and social changes brought by mass media innovations, the meaning of "popular culture" began to overlap with the connotations of "mass culture", "media culture", "image culture", "consumer culture", and "culture for mass consumption".[18] A third definition equates pop culture with "mass culture" and ideas. This is seen as a commercial culture, mass-produced for mass consumption by mass media.[23] From a Western European perspective, this may be compared to American culture.[*clarification needed*] Alternatively, "pop culture" can be defined as an "authentic" culture of the people, but this can be problematic as there are many ways of defining the "people."[*page needed*] Storey argued that there is a political dimension to popular culture; neo-Gramscian hegemony theory "... sees popular culture as a site of struggle between the 'resistance' of subordinate groups in society and the forces of 'incorporation' operating in the interests of dominant groups in society." A postmodernist approach to popular culture would "no longer recognize the distinction between high and popular culture." Storey claims that popular culture emerged from the urbanization of the Industrial Revolution. Studies of Shakespeare (by Weimann, Barber, or Bristol, for example) locate much of the characteristic vitality of his drama in its participation in Renaissance popular culture, while contemporary practitioners like Dario Fo and John McGrath use popular culture in its Gramscian sense that includes ancient folk traditions (the *commedia dell'arte* for example).[25][26][*need quotation to verify*] Adaptations based on traditional folklore provide a source of popular culture.[28]This early layer of cultural mainstream still persists today, in a form separate from mass-produced popular culture, propagating by word of mouth rather than via mass media, e.g. in the form of jokes or urban legends. With the widespread use of the Internet from the 1990s, the distinction between mass media and word-of-mouth has become blurred.[*citation needed*] The most influential critiques of popular culture came from Marxist theorists of the Frankfurt School during the twentieth century. Theodor Adorno and Max Horkheimer analysed the dangers of the culture industry in their influential work the *Dialectic of Enlightenment* by drawing upon the works of Kant, Marx, Nietzsche and others. Capitalist popular culture, as Adorno argued, was not an authentic culture of the people but a system of homogenous and standardised products manufactured in the service of capitalist domination by the elite. The consumer demand for Hollywood films, pop tunes and consumable books is influenced by capitalist industries like Hollywood and the elite who decide which commodities are to be promoted in the media, including television and print journalism. Adorno wrote, "The industry bows to the vote it has itself rigged." [31] It is the elite who commodify products in accordance with their narrow ideological values and criteria, and Adorno argues that the audience becomes accustomed to these formulaic conventions, making intellectual contemplation impossible.[32] Adorno's work has had a considerable influence on culture studies, philosophy and the New Left.[33] Jack Zipes, a professor of German and literature, critiqued the mass commercialisation and corporate hegemony behind the Harry Potter franchise. He argued that the commodities of the culture industry are "popular" because they are homogenous and obey standard conventions; the media then influences the tastes of children. In his analysis of Harry Potter's global brand, Zipes wrote, "It must conform to the standards of exception set by the mass media and promoted by the culture industry in general. To be a phenomenon means that a person or commodity must conform to the hegemonic groups that determine what makes up a phenomenon".[37] Edward S. Herman and Noam Chomsky critiqued the mass media in their 1988 work *Manufacturing Consent: The Political Economy of the Mass Media*. They argue that mass media is controlled by a powerful hegemonic elite who are motivated by their own interests that determine and manipulate what information is present in the mainstream. The mass media is therefore a system of propaganda. In sum, a propaganda approach to media coverage suggests a systematic and highly political dichotomization in news coverage based on serviceability to important domestic power interests. This should be observable in dichotomized choices of story and in the volume and quality of coverage... such dichotomization in the mass media is massive and systematic: not only are choices for publicity and suppression comprehensible in terms of system advantage, but the modes of handling favored and inconvenient materials (placement, tone, context, fullness of treatment) differ in ways that serve political ends.[42] Personal branding includes the use of social media to promotion to brands and topics to further good reputes among professionals in a given field, produce an iconic relationship between a professional, a brand and its audience that extends networks past the conventional lines established by the mainstream and to enhance personal visibility. Popular culture: is generally recognized by members of a society as a set of the practices, beliefs, and objects that are dominant or prevalent in a society at a given point in time. As celebrities online identities are extremely important in order to create a brand to line-up sponsorships, jobs, and opportunities. As influencers, micro-celebrities, and users constantly need to find new ways to be unique or stay updated with trends, in order to maintain followers, views, and likes.[61] For example, Ellen DeGeneres has created her own personal branding through her talk show *The Ellen DeGeneres Show*. As she developed her brand we can see the branches she created to extend her fan base such as Ellen clothing, socks, pet beds, and more. Social media is interactive computer-

mediated technologies that facilitate the creation or sharing of information, ideas, career interests and other forms of expression via virtual communities and networks. Social media platforms such as Instagram, Facebook, Twitter, YouTube, TikTok and Snapchat are the most popular applications used on a daily basis for younger generations. Social media tends to be implemented into the daily routine of individuals in our current society. Social media is a vital part of our culture as it continues to impact the forms of communication used to connect with those in our communities, families, or friend groups.[62] We often see that terms or slang is used online that is not used in face to face conversations, thus, adding to a persona users create through the screens of technology.[62] For example, some individuals respond to situations with a hashtag or emojis.[62] Before launching your social media marketing strategy for your ecommerce business, you need to first get an overview of the distribution of social media usage. Given the growing penetration and usage of social media these days, you should start your marketing efforts by focusing on the platforms where you can find most of your target audience. To do that, you need to find out which social media platform has the largest user base. The latest statistics show that Facebook continues to reign strong as the king of social media, with 2.96 billion active users in 2023. That means that nearly two out of every three of the 4.89 billion social media users across the world are active users of Facebook. The third- and fourth-most popular social media platforms are WhatsApp and Instagram, with two billion active users each. Incidentally, both are owned by the same parent company as Facebook: Meta (previously Facebook). So, to help your brand with this crucial decision, Dreamgrow maintains this post: An up-to-date view on the movers, shakers, newcomers, and immovable monoliths that make up the social media landscape. YouTube is also one of a tiny selection of social media platforms that reaches very young age groups. A 2020 study conducted by Pew Research revealed the following about the viewing habits of **US children under the age of 11**. Looking to use social media to make money? Consider starting a dropshipping business, getting into selling on Amazon with tools like JungleScout, or build a blog! If you found this post through some of the recently trending courses, I'd encourage you to read my Hustlers University 3.0 Review for a good overview of that space. We'll keep this post updated during 2023 as the latest statistics are published drawing on our recommended top 10 digital marketing statistics sources. We'll be pointing to new data on the popularity of social media from Global Web Index (worldwide), Pew Internet Surveys (US) and OfCom (UK), and most recently the Datareportal January 2023 global overview. Now more than ever, marketers need to make smart decisions when planning their digital distribution channels. So reviewing the latest social media diffusion and usage stats is a crucial part of any company's digital marketing strategy.





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