

Popular culture and print media

[Design](#), [Fashion](#)



Running head: POPULAR CULTURE AND PRINT MEDIA Popular Culture and Print Media Nancy Young University of Phoenix SOC / 105 March 14, 2008

Two of the oldest forms of advertising, would be print media, and word of mouth. There are several forms of print media advertising, such as newspaper and magazines. But these are not the only way advertizing is put into the public, there are many other successful ways ads can be thrown into the public eye, such as billboard adds, brochures put under an individuals windsheild wipers, bus stop benches, and even ads on the buses.

Everywhere a person may look, he or she will find some kind of media placement strategically placed to catch the attention of the specific onlookers. The print media has been keeping the public informed of information consisting of the lives of human beings, mother nature, products and services, by extending the knowledge of a story or report across the nation. Some of the popular trends that have been propogated by the print media, which has grabed my attention, are food, health clubs and fashions. First let my start by examining the popular food trend. More americans are staying at home instead of dinning out. They prefer foods that are quick and easy and attempt to keep them healthy. Because individuals are dinning grocery stores are seeing their sales escalate. The top 10 trends consist of: no-prep, meat and potoatoes, new-age dairy, culinary melting pot (ethinc foods), one-dish meals, suppers at home, bottled water, snack attacks, fruits and veggies, cooking oils and condiments. “ When it comes to fats, Americans are choosing healthier options -- with nearly one-quarter using olive oil and canola oil. ” (WebMD, 2003) Food is an important artifact of the popular American culture. The actions and attitudes of Americans effect the

popular culture. “ There has been an increasing trend in the United States toward consumerism, a trend that is reflected in more people eating away from home; the use of dietary and herbal supplements; foods for specific groups (e. g., dieters, women, athletes, older adults); the use of convenience and functional foods and ethnic diversity in diets. ” (National, 2008) Eating away from, such as fast food restaurants has cause obesity in some Americans, which has caused an increase in weight loss programs and health clubs. “ Health and fitness awareness is at an all-time high. There are segments on the news and in newspapers dedicated specifically to the topic and hundreds of magazines to feed consumer information about wellness. ”(Wachkolder, 2000) Getting fit is all about being healthy in today’s culture. Being cultural standards everyone wants to look his or her best, no matter what the cost. Looking good in a thong leotard over hot pink tights is no longer the fitness paradigm. “ Fitness today is more about wellness. Certainly no one has lost the desire to look good – that’s a cultural standard – but what is waning is the need to look good at all costs. ”(Wacholder, 2000) The challenger of the “ looking good” standard has become Americans wanting to become fit and healthy. Becoming fit causes the purchasing of clothing to rise. Most Americans today want to look good body wise and in clothing, but most important be healthy. The past year in fashion has been best described as an extravaganza. “ Designers celebrated anniversaries with blow-out bashes and spectacular shows staged in exotic locales. ” (Fashion, 2007) This extreme atmosphere was caused by high dollar companies, with the name brand clothing and new fashions storming into the retail shops like a tornado roaring through a town, leaving its mark behind.

Americans have a hunger for new styles and looking good. When a new style comes out, the news of its appearance spreads like wild flowers across America, through advertisements; such as flyers, newspapers, magazines, TV, and best of all word of mouth. In the year 2007 the eco-family was the top trend, but consumers also went for cheap brand handbags and perfumes from designers such as Robert Cavalli, Scarlett Johansson and Catherine Deneuve. People will purchase the handbags and perfumes even if presented as a phony. Today Americans are becoming more cautious about spending too much money on items and the businesses are noticing, which causes them to produce more lines in the clothing and accessories. " By December, Stella McCartney, the green goddess herself, who introduced the Care organic skin-care line this year, followed up with news of an organic clothing line for Barneys in New York for spring. " (Fashion, 2007) But can the Americans afford to purchase these items? The clothing line starts at five hundred and 95 dollars. I know for certain that there will not be one item of this clothing in my closet, even if it's the new spring fashion trend, unless Wal-Mart comes out with a cheap knockoff. Because of the oldest forms of advertising and word of mouth, everywhere you look you can see some kind of media advertisement aimed at catching the attention of the public in hopes to persuade them to purchase their products. Whether it be food, health clubs or fashion, you will find an ad. As the popular American culture grows so do the trends come and go, which causes the consumers to spend money and businesses are satisfied with their profits. Reference Fashion, 2007. Fashion News of 2007, The fashion eZine-Trends. Available from <http://www.lilith-ezine.com/articles/fashion/Fashion-News-2007.html> National Institutes of

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