

# Production of popular culture

Sociology



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Before the cultural text is released for consumption the producers must first take into consideration the interpretation of this cultural text, this includes its effect, its influence, whether it is entertaining, and whether it instructs or persuades, other complex interpretations include cognitive, emotional, ideology and behavior consequences. Production of popular culture is drawn from myths, beliefs, rituals, and heroic ideals.

Importance of popular culture:

Popular culture is proposed by the mass media and given that the audience is large it plays a major role in the society, Antonio Gramsci introduced the concept of hegemony, hegemony is the power that is exercised by one social group to win the consent of the less dominant group without using force, it is an ideology of the dominant group achieved by engineering consensus by controlling cultural forms, he stated that the church promoted the acceptance of beliefs and culture that benefited the ruling class and therefore the survival of capitalism was as a result of acceptance.

Importance of popular culture in business and career:

The understanding of popular culture is important in business, popular culture is produced in order to shape the perception of the masses, therefore when businesses are selling their products they will have to propose certain popular culture in order for the consumers to accept the product, this can only be done through the mass media whereby a certain cultural text is proposed by the media in order to promote the product of the business.

Popular culture artifact:

My choice is the world cup trophy game, this can be regarded as popular culture and the reason why I choose this artifact is that it is one of the most popular artifacts in the world whereby almost all the countries in the world

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participate in the game in order to win the trophy, the games are held every 4 years, during the games, the mass media repeatedly highlights the scores and upcoming matches and much time is devoted to advertising sponsors of the world cup.

The following is a picture of the artifact:

Image retrieved from Goggle images (2009) World Cup trophy image, retrieved on 10th November, from <http://www.google.co.ke/imgres?imgurl>

This is a unique form of popular culture given that it is well known all over the world and is this form of popular culture is likely to be there for many years to come, during the games the media agenda all over the world at the time is usually the FIFA world cup and the official sponsors of the game.