

Modern popular culture essay

[Media](#), [Television](#)



Conferring to Berlatsky (2011), modern popular culture envisages how people live as well as carry on their daily activities within their surroundings. Culture denotes the human's behavior, which comprise of thoughts, communications, traditions, conviction, values, actions, and institutions of the ethnic, racial, religious or social groupings (Berlatsky, 2011). Television, movies, and music play a fundamental role in propagating modern culture to people across the globe. Consequently, the modern culture supports us to contrast how people live presently as well as how our ancestors lived before. The media's role is imperative since it facilitates in the spreading of the modern culture at the same time helping us to attain an equilibrium in our life both socially and culturally (Holtzman & Sharpe, 2014).

Equivalently, what is prevalent and widespread is held to be the popular culture within the social setting. It becomes firmly delineated by what is apprehended to be popularly acceptable within a given society. Popular culture exudes considerable influence, influencing everything from food packaging to fashion. It is closely connected with education, production, and the society's potential to access knowledge as well as action upon it (Fiske, 2012). Popular culture vicissitudes continually and transpire uniquely in time and place. It forms currents and portrays a complex of mutually related standpoints and values that leverage society and its institutions in vibrant ways. Culture is, therefore, the single most powerful influence on how we perceive the world and everything within it. Anyone who does not share our culture will always appear odd to us the same way they will have a similar impression of us in case we fail to conform to the culture.

For instance, the era of baggy jeans had faded, and presently people are into

skinny jeans and fitting shirts. I had to adjust to this new style of fashion to enable me not to feel misplaced in the society because I am a youth. The media is similarly pushing forward these new elegances and flairs through various adverts on emerging trends, giving everyone pressure to adjust to be accommodated into the new generation (Holtzman & Sharpe, 2014).

Culture is dynamic, and with the advancement in media and social sites, more cultures that are newly-fangled should be expected. Once others adopt a unique style, it ceases to remain so, and hence, it becomes modern and popular (Fiske, 2012).

References

Berlatsky, N. (2011). Popular culture. Detroit: Greenhaven Press.

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Holtzman L., Sharpe L. (2014). Media messages: What film, television, and popular music teach us about race, class, gender and sexual orientation. (2nd ed). Armonk. NY: Sharpe.