

Start here.

Popular Culture:

Without media the development of popular culture would never raise above the 'local' level.

Advertisement, television, radio newspaper & magazines are the major elements of a media source to connect with the public, and it's this stage that boosts popular culture from a 'local' level to a 'national' level.

Merchandise, CDs, DVDs, books, clothing, toys, concerts, are all the media's next level of development from national to global.

Global is where all the fame and fortune starts to build & before the world knows if a popular culture has been created.

The evolution of a popular culture can go vastly, go from nothing to the next best thing, for example:

Rock'n' Roll which originated from the 1950's was most often frowned upon as a risqué form of music & expression. It wasn't listened or appreciated by many.

Now 60 years on, Rock'n' Roll is one of the most known and popular cultures of all time.

Listened & created by thousands of many, ages, religions, cultures & of either gender.

This evolution of Rock'n' Roll was due to medias roll & perception of it.

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As the media got more & more involved with Rock 'n' Roll, the world inevitably did too, and it went from local → National → Global & stayed Global.

To this day, media is everywhere & can't be represented by almost anything.

Media is what can make or break a popular culture.

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