



POP CULTURE & SOCIETY

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Pop Culture & Its Relationship with Media

Celebrity Worship As a Part of Popular Culture:

Celebrity worship is a high-level continuation of celebrities personal lives on a global scale. It is actually associated with consumer interests where celebrities convert their fame to become product brands.

Celebrity & Political Culture:

There has been a big overlap between celebrity and political culture. This is a consequence of the huge platform given to celebrities. The gossip around celebrities is a nationally unifying factor among all social groups. This unification and huge platform provided by celebrities has been a point of interest for political leaders and groups to gain farther reach within various campaigns. Politicians self consciously try to either acquire a celebrity image or to connect themselves with individuals who own this status. This can be seen with Canadian Prime Minister Justin Trudeau who has become to some extent a celebrity because of the realization of being likeable and supporting developing and liberal policies. Another example of this was Katy Perry campaigning and performing for Hillary Clinton during the 2016 Presidential election.



Canadian Prime Minister Justin Trudeau



Katy Perry and Hillary Clinton at the I'm With Her concert, which supported Hillary Clinton in the 2016 Presidential Race

Social media:

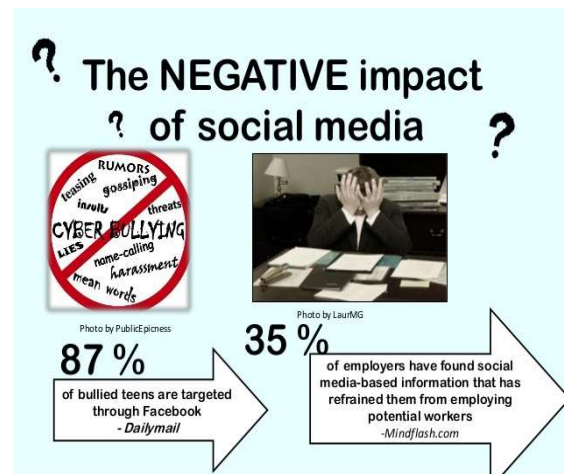
Celebrity culture is a continuously changing topic that progress as technology does. Distinct platforms are being implemented: Facebook, Instagram, Snapchat and all of which provide a new market for celebrities to demonstrate their ideas. Twitter is regularly changing celebrity ideas and provides an unregulated space for ideas to be shared. It gives a platform for celebrities to re-share their ideas. It also allows for people to comment, making it engaging to fans and followers. Instagram is also continues to be a popular market for celebrities, as it provides an market for purely pictures. Many of these pictures also include the people who are popular, improving their image and reaching to distinct fan bases. Lastly, Facebook is still a frequent used platform that many celebrities use.

Today, celebrity rules our world. Politics itself has become an exercise in performance. It is an addictive disorder in which a person becomes excessively involved with the characteristics of a celebrity life. Many people are obsessed over popular culture factors, such as magazines, films, or fashion trends. This can be very destructive for young people who try to follow their favorite celebrities or pop stars.

Second, most celebrities serve as both an object of hatred, which some people might see and dislike them, and also of worship, for those who are obsessed with them. Hence, these celebrities represent what we endeavour to be and yet what we hate most about ourselves and by our society. I could say some of them set the wrong standard of beauty or acquirement for many of us. They motivate young children to be “beautiful” in the wrong way. In addition, they have created a new standard that affects many young children. Nevertheless, many people still worship them and still copy what they do or what they wear. I think the majority of people who copy their favorite celebrities are people of young age rather than adults.



There is reality what is shown to people in social media and magazines. Many online sites used to show the body of celebrities and you never know what is actually behind the scene. Some celebrities have very bad influences and some even promote drugs and alcohol. The wrong way of diet is always being promoted and many youngsters feel pressurized in looking like the celebrities. Many youngsters set their goal to just become rich and famous. There are very less people who become successful in these industries. Real life struggles are never shown in media coverage which gives very unrealistic perspective.



As a result the influences of celebrities as a god have both advantages as well as disadvantages regardless of their age. Therefore the society should be more concerned about what they see online and follow.

MEDIA AS SOURCES OF POP CULTURE

Media plays an important role in promoting, spreading and shaping popular culture. Whether it is traditional media or new media, both play an integral role as a source of popular culture.

ADVERTISEMENTS AND POPULAR CULTURE

Advertisements shown through different media such as the Internet, telephone, print media, postal system, television, radio play a great role in promoting and shaping popular culture. Advertisements are a great way to promote about a product, show or upcoming event etc so that people get to know about it.

When products promoted by celebrities in ads tend to become trendy and people tend to use them since it is “popular” for example Virat Kohli and Anushka Sharma promoting Manyavar brand, Alia Bhatt promoting Caprese bags and Makemytrip app. etc. such is attainable by purchasing the product or availing the services of a certain brand. These advertisements are made very creatively and attract a lot of people.



Similarly, When Food brands such as Domino's, McDonald's, Pizza Hut which are already famous and adored by people put an advertisement in newspaper, television etc about their new food item it comes in trend and people tend to try it as soon as possible.

Apart from this there are certain advertisements which instill values in citizens such as advertisements showcasing patriotism. Certain Youtube advertisements also show small acts of kindness and how they spread happiness, women empowerment etc.

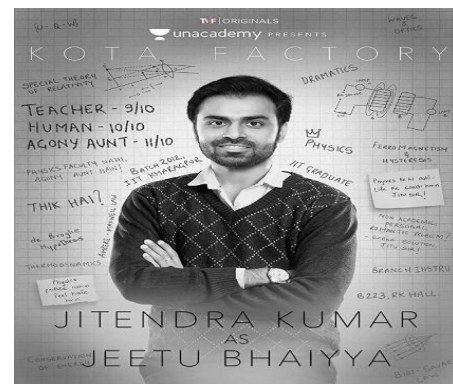


INFLUENCE OF ONLINE WORLD IN POPULAR CULTURE AND OUR CHOICES

Since the arrival of new media, everything is being digitalized and people through out the world have access to information and can communicate in an efficient way. Electronics are mass produced and nearly every person whether rich or poor has some or the other electronic device. It could be a phone, tablet or a laptop. Internet opens portal to an online world where people have the liberty to do whatever they want.

With the emergence of social media platforms, it has given popular culture a whole new definition. Each person has the liberty to post whatever they want. Anybody can open up their youtube channel and upload videos. It helps people to showcase their talent to the world and get recognised.

YouTube is a great platform and some people have really become famous through it and have a great fan following. One such person is Bhuvan Bam who has a channel named “BB ki vines” and makes videos playing different characters. Others are Prajakta Koli from “Mostly Sane”, Superwoman, the loved TVF actor “Jitendra Kumar” who is currently playing the role of Jeetu in “kota factory” and the list is endless. People also tend to take up their favourite characters habits such as dressing style, their way of communications, their famous lines into their daily life activities.



It has also given recognition to some professions and these professions have now become popular. It has encouraged people to do these professions full time rather than just being a hobby for eg. stand-up comedians, fashion and travel blogger, dancer, musicians etc.

Starting from Kenny Sebastian, Biswa ,Kanan Gill, Zakir Khan to newer ones like Jaspreet Singh, ManikMahna and list is endless.All of them are successful standup comedians and youtube was the one that provided them such a big audience. People love stand-up comedy to an extent that it even gets difficult to get seats in a particular stand up show. When Kanan Gill and Biswa came together with pretentious movie reviews it was one of

the most trending topic of discussion in every peer group. These standup comedians also have shows on “Prime video” and are now even being starred in films due to their commendable performance and sense of humour.



Social media has given a platform to many dancer or dance groups to showcase their choreography for eg “team naach” rose to fame since so many people loved their choreographies. There are other channels as well. People watch these videos and even learn from them when there is some event be it birthday, sangeet or wedding. Since these dancers take up latest songs people also get to know about trending songs.

People have also opened their own dance academy where they record and upload videos.



Social media has also given a path for food, travel, fashion bloggers etc to excel. They upload videos, write blogs, put short videos on Instagram on the products they use, places they travel to and food they try out at different places.

All of this comes under popular culture since people tend to create looks that are shown by fashion bloggers and tend to buy products used by them. People tend to visit the places visited by food bloggers to try out the dish they tried. This has made people's life easier since now they don't have to spend their mind thinking on what to buy or what not to buy, where to go out for dinner etc for they can now directly buy things or go to places that have been reviewed by their beloved bloggers. For eg various food bloggers tend to put videos of unique food dishes that different cafes serve such as wood box cafes platter, nitrogen ice cream.

This doesn't end here videos tend to go viral on social media and become popular such that either it becomes a trending topic of discussion or if it is a challenge activity then people tend to do it eg. a challenges such as "ice bucket challenge" , "kikichallenge" etc were done by thousands of people across the world tagging other people to perform it as well.



Internet is a sea of information and promotes popular culture on a large scale

THE CONTRIBUTION OF REALITY TV INTO POP CULTURE



The first Reality TV was broadcasted in 1973.

Reality TV is a television program in which there are no writers, actors.

The shows focus on real situations.

Reality TV has slithered into our culture.

Some reality programmes are "Masterchef Australia", "The Rising Star" , "Indian Idol" etc.

Reality TV depends on the willingness of individuals to have their lives played out in front of a camera.

Reality TV shows are an important part of popular culture today as reality tv shows allow ordinary individuals chance of getting fame and it brings the real personalities of celebrities in front of the world.

Popular culture is concerned with only one thing, money and it will do everything and sacrifice anything to achieve it , including hurting the society it is meant to serve.



PUBG AND IT EFFECTS

PubG by Tencent games, is one of the most played battle game

I and I am sure many of you must have played this.

If you don't know what PubG is then you are not aware of the new trends of this world.

PubG has both good effect and bad effects on health, education, career of a person.

PubG is considered by parents as time-wasters, and worse, some education experts believe that these games destroy the brain. Violent video games are blamed by the media as the reason why some young people become violent or commit extreme anti-social behavior.



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It's not that video games only have bad effects; video games make the mind sharp, relax the mind, and mainly improve concentration.

POP CULTURE AND MEDIA PIRACY



Exploitative media piracy sites are the swap shops where one can "share" "files" is just one of the many kinds of bollocks.

And I am sure many of us did and probably still willingly do take part in this free for all - films, softwares, games, and ebooks.

We hypocritically claim us as music lovers and then without any second thought we are free downloading music from artists. These artists and musicians spend a lot of their efforts on one single song, thus they need their legal rights enforced under copyright to save their efforts from vanishing at just one go.

Media piracy is nothing more than stealing. It may feel like victimless free culture to the user, but they are in fact participating in a digital black market. Major exploitative black marketers are blind tech companies wanting to get rich. They are capitalizing on the loopholes in the regulatory framework. In this sense media piracy is a symptom of under development.

Those who pirate media often would not consider it as a theft of any kind. Because of their negligence of this immorality, adults are more likely than children to pirate movies, songs and games because adults make decisions that satisfy their moral compass, and children try not to indulge in situations that will get them into trouble. People may decide that it is okay for them to view illegal content because they simply cannot afford to buy it and they feel that they deserve to see it. This is the main reason why piracy persists. Secondly earlier we didn't have content providers like Spotify or Netflix, rather very less and

inconvenient sources were available to consume media, and piracy filled in these gaps in the developing web.

Filmmakers put such a large amount of effort into their projects but pirating films undermines their hard work. Their dedication and attention to detail should be a driving force that brings people to theaters for viewing.

POP CULTURE AND LATEST TRENDS

1. BEAUTY AND APPEARANCE

Lip injections, butt injections, cheek injections, Botox are some of the latest prevailing trends these days. These are not only mainstream but are also encouraged these days. Earlier times saw the worship of actresses that were uber thin but Current pop culture trends now focus on curvy women. We see women spending a major part of their income in maintain themselves while generally for men, its just about a hair cut and shave.

2. ME TOO

The Me Too movement, is a movement against sexual harassment and sexual assault. Thousands of people, including celebrities, replied with #MeToo stories. It gained a lot of attention from all over the world The Movement empowered the women to form a community and help each other in talking about the bitter truths of sexual abuse in the world and has helped the victims better fit in the society. It has raised awareness among women about their rights as an individual in the work place or outside and has also helped men understand the consequences of the same.

3. TIK TOK

These days social media has become an integral part of our lives. There are so many applications out there which are meant for infotainment and entertainment. Social media is a platform which helps people to connect. On the other hand there are a lot of apps which also help people to earn name and fame. One such app is Tik-Tok. The fifteen second video sharing network is now a days quite popular in the country. However, it has come under the scanner due to its misuse by the youth. It's been a while since a new social application got huge fame. TikTok has about 500 million users and it's going stronger by the minute. It a source of entertainment and leisure for people.



Conclusion:

Media plays an important role in promoting, spreading and shaping popular culture. Whether it is traditional media or new media, both play an integral role as a source of popular culture. The influences of celebrities as a god have both advantages as well as disadvantages regardless of their age. With the emergence of social media platforms, it has given popular culture a whole new definition. Each person has the liberty to post whatever they want. Anybody can open up their youtube channel and upload videos. It helps people to showcase their talent to the world and get recognised. Therefore the society should be more concerned about what they see online and follow.