Cheat Sheet

Popular Culture

Find out about the different aspects of 'popular culture', and learn how to be a discerning information-seeker when searching on this topic.

What is Popular Culture?

Popular culture, in its simplest form, can be taken as 'any creative work designed to appeal to a large audience'[1]. This can come to us in various forms, such as films, television programmes, music and even food.

Food

Films & TV

Music

Popular Culture

Art

Fashion Brand

Source
Look at its origins.
Is it trustworthy?

Understand
Know what you're reading.
Search for clarity.

research
Dig deeper. Go beyond
the initial source.

evaluate
Find the balance. Exercise
fair judgement.

s.u.r.e.
Source · Understand · Research · Evaluate

Origins and Spread

With enhanced technologies and widespread availability of Internet, the world has been become increasingly connected. This has led to the spread of cultural icons and products that can now be commonly found in many places around the world. The origins of many popular culture icons have been mainly from:

America

Japan

Korea
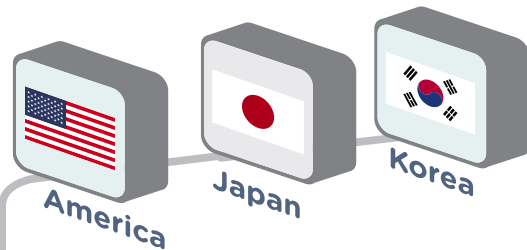
Social media has also accelerated the spread of pop culture through:

	f Facebook	Twitter	YouTube	Pinterest
In Singapore, as of 2012, the statistics for usage are:	**3.22** million	**2.56** million	**3.93** million	**96,000**

Source: http://infographics.sg/?portfolio=social-media-usage-statistics-for-singapore-static-infographic (2013)

Definitions at a glance

To better understand popular culture, you may want to familiarise yourself with the following terms:

Culture
Ideas, customs and behaviours of particular people and society
(Oxford Dictionary, 2013)

Globalisation
The freer cross-border movements of goods and services, labour, technology, real capital, and financial capital to create an integrated and interdependent global economy
(Encyclopaedia for the Global Economy, 2013)

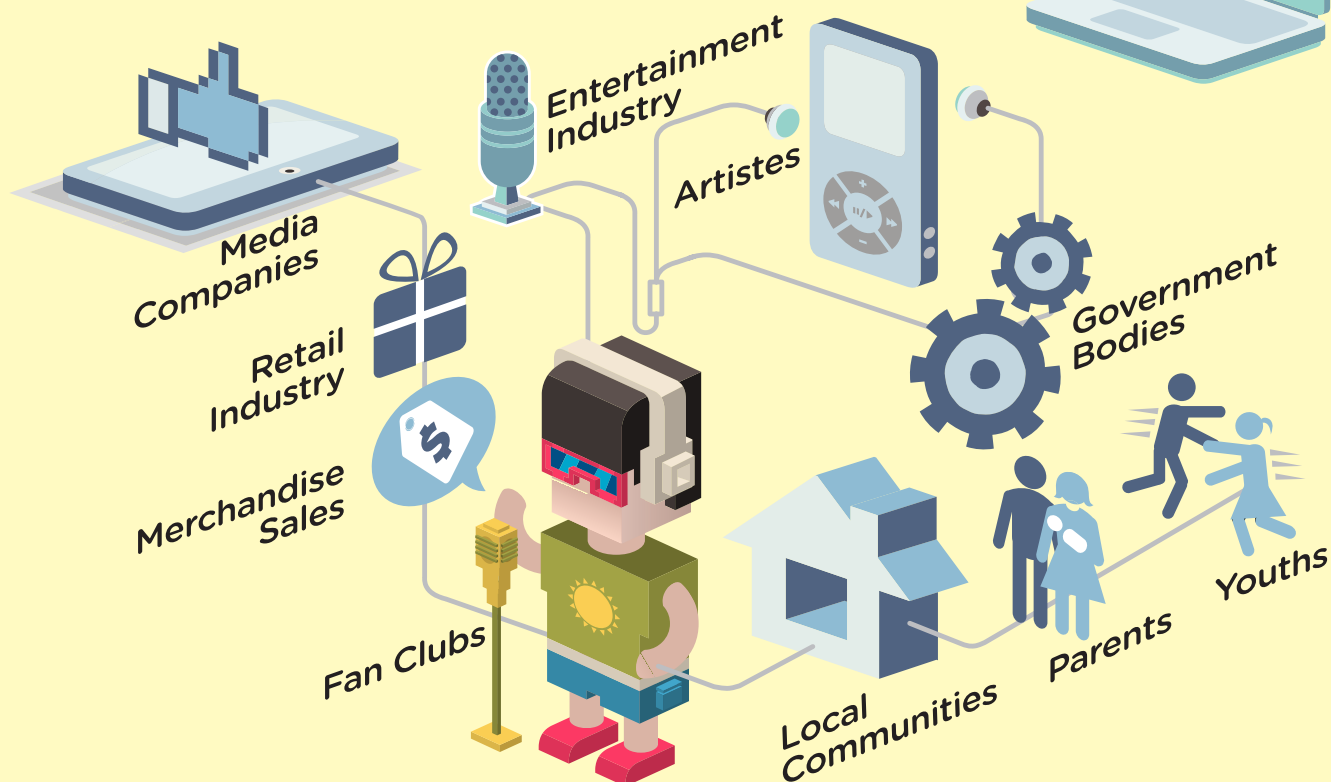|	Cultural Homogenization	Cultural Heterogeneity	Hybridisation
Definition	Process by which local cultures are transformed or absorbed by a dominant outside culture (Encyclopaedia for the Global Economy: A guide for students and researchers, 2013)	Where there is continued cultural differences and local autonomy	Fusion of cultural processes to create new and evolving cultural forms and identities
Example	The same popular fast food outlets can be found in many major cities around the world	Cities in Vietnam retain their own brand of coffee and café outlets, which are more widespread than foreign brands.	Global fast food chains offer localized flavours—such as masala or curry sauces, at places in India.

Who are the stakeholders?

Media Companies

Entertainment Industry

Artistes

Retail Industry

Government Bodies

Merchandise Sales

Fan Clubs

Local Communities

Parents

Youths

Useful Resources

Resource	Title	Link
e Databases	**Pop culture eCollection** - Comprising of periodicals and reference eBooks that are related to fashion, music, films and popular culture in general, this database offers a wide variety of sources for searching.	eresources.nlb.gov.sg Go to: • Browse 'By Type' • Select 'eDatabase' • Scroll to 'Pop culture eCollection'
eNewspapers	**Library PressDisplay** - You can browse through full-colour digital replications of magazines and newspapers from over 80 countries around the world to get the most updated articles on your selected search topic	eresources.nlb.gov.sg Go to: • Browse 'By Type' • Select 'eNewspaper' • Scroll to 'Library PressDisplay'
Books	Hunter, N. (2013). *Popular Culture: 2000 and Beyond.* Chicago : Heinemann Library	Call No: 306 HUN
	Seo, Hye-seung (2011) *The Korean wave: a new pop culture phenomenon.* Seoul : Korean Culture and Information Service, Ministry of Culture, Sports and Tourism.	Call No.: 951.9505 SEO
	Danesi, M. (2008). *Popular Culture: Introductory Perspectives.* *Plymouth*: Rowman & Littlefield Publishers, Inc.	Call No.: 306 DAN
Websites	**Reddit** Website consisting of user-generated news showcasing trending articles and topics in the online community	http://www.reddit.com
	University of North Carolina Pembroke, 'Music and Popular Culture in America'	http://www2.uncp.edu/home/acurtis/Courses/ResourcesForCourses/Music&PopCulture.html

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Smart Searching:
Evaluating your Sources

You will need to be smart searcher when collecting information on popular culture.

- Some of your sources may come from internet forums, online blogs, videos, discussion forums. These will be useful in gathering varying perspectives from different groups of people. However, you also need to be **discerning** and to **question the intention**, as well as **relevance** of your source.

- Popular Culture is an evolving and constantly changing subject for discussion. Be sure to stay **updated** and **current** in your information.

It is always good to consider the following when evaluating your sources:

Authority
Who is the author?

What is his or her background and qualifications?

Accuracy
Is the information factual?

Is the information based on personal opinions only?

Currency
When is the source published?

Has it been updated recently?

Coverage
What topics are covered by the source?

Is it in-depth or brief?

Objectivity
Is the author biased?

What can be the intention behind the writing?

References

Danesi, M. (2008). Popular Culture: Introductory Perspectives. United Kingdom: Rowman & Littlefield Publishers

Ritzer, G.(2007) The Blackwell Companion to Globalization. Oxford: Blackwell Publishing Ltd.
Retrieved from: http://books.google.com.sg/books?id=XKnmvRATtfAC&pg=PA140&redir_esc=y#v=onepage&q&f=false

O Connor, D. (2006) Encyclopaedia for the Global Economy: A guide for students and researchers. India: Academic Foundation.
Retrieved from: http://books.google.com.sg/books?id=hXciENBqTUUC&pg=PA176&redir_esc=y#v=onepage&q=homogenization&f=false

[1] Van Riper, A. Bowdoin (2002) Science in Popular Culture: A Reference Guide, London: Greenwood Press