

Diffusion of Popular Culture

Directions:

- ⊕ In this assignment you will be called on to watch television, access the Internet, or listen to the radio... That's right, you're homework will be to watch TV, surf the Net, or listen to music.
 - As you watch, surf, or listen, you will be called on to document different elements of popular culture. These three media outlets are often seen as the driving force behind popular culture.
- ⊕ Definitions:
 - Popular culture:
 - Traits and practices found in large, heterogeneous (trans)national groups, which are continually changing.
 - Folk culture
 - Traits and practices found in small, localized groups, which remain the same for generations.
- ⊕ Before beginning your viewing, surfing, or listening, summarize your views in paragraph form of popular culture in the areas listed below. Please write your responses on a separate piece of paper.

Elements of Popular Culture:

1. Music:
2. Sports:
3. Entertainment:
4. Food:
5. Housing:
6. Clothing:
7. Technology:
8. Art:

- ⊕ The purpose of this activity is to see how inundated people are by popular culture and how quickly popular culture can diffuse as a result of modern communication capabilities.
- ⊕ During the assignment you will document references to popular culture traits that you see, hear, or read about.
- ⊕ After completing the documentation, you will refer to your initial thoughts about popular culture and determine whether or not new popular culture traits are evolving and diffusing around society.

