Week 4 Assignment

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Mainly, popular culture has unique features that make it an influential force in society. First, it can connect individuals on an emotional level. Entertainment content from music, music video, and TV is designed to trigger a particular audience's emotions. As such, popular culture serves as a fundamental vehicle to increase empathy among people across different racial and ethical lines, especially in communities where interaction opportunities are rare (Farias et al., 2020). Again, popular culture has the potential to portray individuals of different ethnic and racial groups in their full humanity, with the hope of maximizing recognition of our shared community.

 Music videos and TV of popular culture provide people with materials out of which they forge their very identities, sense of selfhood, and the notion of what it implies to be a female or male, nationality, sense of class, sexuality, ethnicity, and race. TV helps us shape our deepest values and the view of the world ([Gustines](https://www.nytimes.com/by/george-gene-gustines), 2019). What we contemplate as good or bad, negative or positive, evil or moral. The idea and knowledge we obtain from music, music videos, and TV provide resources, myths, and symbols through which we constitute a common culture and the appropriation of which we put ourselves into this culture. (Farias et al., 2020). They demonstrate who is powerful and powerless, who is permitted to exercise violence and force, and who is not allowed. Again, they dramatize and legitimate the power of forces and show the powerless individuals that they should stay in their places.

**Explain how this new popular culture artifact defines or disrupts "normal."**

Regarding this question, I believe that we are immersed from the cradle to the grave in a digitized and consumer society where the normal has been disrupted. The three artifacts of popular cultures have contributed to both the positive and negative effects on people's lives. For instance, they have educated us on how to behave, fear, desire, and feel. Again, they have shown people how to dress, consume, or look and how to react to peoples of different social groups (Farias et al., 2020). The new popular culture artifact also has taught people how to conform to the dominant norms, practices, and values. Through them, people in society have also learned how to read, criticize, and exist in any form of socio-cultural manipulation, thereby enabling them to empower themselves about dominant cultural forms.

**Evaluate whether these artifacts of popular culture have changed society's values.**

Society values refer to a set of moral principles defined by societal institutions, beliefs, traditions, and cultural beliefs (Özçetin, 2019). Additionally, the values are the implicit guidelines that allow individuals to conduct themselves appropriately within a social system. In my perspective, popular artifacts have significantly changed society's values. First, they have greatly influenced the code of dressing. By viewing popular music videos on television, people have learned various dressing codes against societal norms and values ([Gustines](https://www.nytimes.com/by/george-gene-gustines), 2019). Consequently, people have changed their modes of interactions, and their behavior has changed in terms of how they approach others and their respect for other cultures.

**Conclusion**

To sum up, today's culture and society values have drastically changed due to the influence of popular artifacts such as music, music videos, and TV. The artifacts have significantly changed people's moral values, ways of interactions, and how they perceive other ethnic groups. More importantly, they have shaped how people view the world and their deepest values as well. The discussion above shows that popular culture has impacted people's views of ethnicity and societal values either positively or negatively. I believe that people should be self-driven not to fall into negativity but rather put what the popular culture beneficially has for them, such that all ethnic groups and values are respected.

References

Farias, C., Seremani, T., & Fernández, P. D. (2020). Popular Culture, Moral Narratives and Organizational Portrayals: A Multimodal Reflexive Analysis of a Reality Television Show. *Journal of Business Ethics*, 1-16.

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Özçetin, B. (2019). ‘The show of the people’against the cultural elites: Populism, media and popular culture in Turkey. *European Journal of Cultural Studies*, 22(5-6), 942-957.