

What Is Popular Culture

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Abstract: The meaning of popular culture is a question which is mentioned in many articles, in order to find out the certainly meaning of it, we need to find out the most important key in studying. To start with, the ideology is a key word in the whole research, and then we could prove what is the popular culture by using an example, <Harry Potter>, a book and a movie which get such a big success.

Keywords: Popular culture; Ideology; Harry Potter

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1. Introduction

We are taking cultural studies in Mac 101 this year, and I will discuss the question “what is popular culture” in my essay. “Popular culture” is building up from two words, which are “popular” and “culture”, therefore, if we want to understand what popular culture is, we must know the meaning for the two words at first. In my essay, I will introduce what is “popular” and the meaning of “culture” first, in these part, I will define some key points of popular culture by using Raymond Williams and John Story’ studies. After that I will define the important word “ideology” in cultural Studies. At the last part, I will give an example about the film <Harry Potter> for my essay writing, to support this essay.

2. Popular

If we want to define what is popular culture, we need to define the term popular first. “Popular” is a quite popular word in English language, when we check the dictionary, there are at least 20 meanings about it. But the most common and useful meaning is accepted by or prevalent among the people in general and liked by acquaintances; sought after for company.

3. Culture

Raymond Williams calls culture ‘one of the two or three most complicated words in the English language’ (John Story, 1997 p2). Following Williams, we can break the culture into three meaning:

First one is culture can refer to ‘a general process of intellectual, spiritual and aesthetic development’. This kind of meaning about culture is simple and easy to understand, the culture is all products of human work and thought. It sounds just like an article which made by human beings.

Secondly, culture is ‘a particular way of life whether of a people a period or a group’. This definition means products considered as the expression of a particular period, class, community, or population. This meaning of culture starts to mention the level of social in human beings.

The last meaning of culture in Williams’ suggests is that culture could be used to refer to the works and practices of intellectual and especially artistic activity’. (John Story, 1997 p2). This kind of meaning is including intellectual and artistic activity, and the works produced by it.

4. Ideology

When we are doing culture studies, we must studies ideology. Ideology is a very important concept in popular culture Studies. Graeme Turner calls it ‘the most important conceptual category in cultural studies’. (John Story 1997: p3). Ideology has lots of characters like culture, but there are still some different from each other. John story studies the ideology into six part of meaning:

First of all, ideology can refer to a systematic body of ideas articulated by a particular group of people. This means ideology is the body of ideas reflecting the social needs and aspirations of an individual, a group, a class, or a culture. Just like the example comes from John story’s book, we can call a “professional ideology” to the practices of particular professional groups.

The second define in john story’ book means certain masking, distortion, concealment. The main point is distorted images of reality. In the case, ideology means some culture is distorted jimages, in other, the reality we can see is not reality, and it is made by some people or a particular class. We can call it ‘false consciousness. For example, the rice people do not see themselves as poor people, also does the poor people. The same thing, the dominant class do not see themselves as exploi-

ters or oppressors. (John Story 1995: p3). Marx Studies this part deeply.

A third definition of ideology is quite like the second one. We can look some thing like television fiction, pop songs, novels, feature films, etc. they always present a particular image of the world. Use story's words, this definition depends on a notion of society as conflictual rather than consensual. (John story 1995 p3)

A fourth definition is one that was very influential in the 1970s and early 1980s. It is develop by Althusser in France. He point out, ideology is encountered in the practices of everyday life and not simply in certain ideas about everyday life. some examples for this are like the seaside holiday or the celebration.

The fifth definition is Studies by Roland Barthes; we have studied his Languages Studies theories before. He develops his connotations theories into ideology. Firstly, Barthes said that ideology operates mainly at the level of connotations, secondly, he Studies ideology often unconscious meanings texts and practices carry or can be made to carry. (John Story, 1997, p6)

5. Popular Culture

There is a plenty of differences to certainly define popular culture. There are some useful defines about popular which we are studied in the class, popular culture is

1. 'Well liked by many people';
2. 'Inferior kinds of work';
3. 'Work deliberately setting out to win favour with the people';
4. 'Actually made by the people for themselves'.

When we were in culture studies, general we can have six definitions. When finished discuss the words "popular", "culture" and "ideology", we can easily to understand what is popular culture.

1. Popular culture is simply culture that is widely liked or appreciated... and also it such a quantitative index would meet the approval of many people.

2. A second way of defining popular culture is a residual category, and it is left over we have decided what is high culture.

3. Thirdly, popular culture is quite like "mass culture". This way of define is like the first definition. It also means liked by acquaintances; sought after for com-

pany.

4. A fourth definition contends that popular culture is the culture which originates from 'the people'. (John Story, 1997 p11) following John Story, it means popular culture takes issue with any approach which suggests that popular culture is something imposed on 'the people' from above. Use other words, popular culture in this case means Originating among the people, like the popular legend, folklore, folktale, folklore and folkdance. All of those kinds of culture are from the people.

5. A fifth definition of popular culture is dominant groups in society use there particular culture to effect the other people. A good example is the seaside holiday. It was an aristocratic event, but it became a popular culture today.

6. A sixth definition of popular in John Story's theories is one informed by recent thinking around the debate on postmodernism. Postmodernism means the new Modern thought, character, or practice.

Let us turn to the popular film <Harry Potter> now.

Use Raymond Williams' Studies, it is a culture. Because of

1. It can refer to 'a general process of intellectual, spiritual and aesthetic development'. <Harry Potter> is human's work and thought.

2. This film also is 'a particular way of life whether of a people in a period or a group'. <Harry Potter> can consider as the expression of a particular period, class, community, or population in this time.

3. This film really including intellectual and artistic activity, and the works produced by it.

We can confirm that the film <Harry Potter> is in culture's area now. But the thing not stops here. Using Williams' other famous theories about popular culture, we can discuss this question: it this film also in popular culture?

In my opinion, I thought there are three reasons for that:

Firstly, <Harry Potter> is well liked and warm-welcomed by many people. Let us look at the Cumulative box office of <Harry Potter> in the world, it is \$ 50,799,921 at 30th December 2002

(<http://us.imdb.com/Charts/ukboxlast:30/12/2002>). It is a large number in the film's history which could confirm that how <Harry Potter> welcomed by people. This box office seems that the film is liked by many people. By the number of box

office, we could find out that it is not only a famous book which written by J.K Rolling, but also can symbolize a new kind of book in people's world. It even can be called a book which can be a bridge between two generations and even shorten the generation gap between some adults and youths\children.

Secondly, the producer and director choose the famous book <Harry Potter> to be the film's play book. As we know, it means they want to get the audiences' favour and try to attract audiences by the fantastic plots in <Harry Potter>. Just set myself as an example, when the first book in the series of <Harry Potter> came out in 1997,I start to be a reader of it, what's more , as a honest reader of the book, when I heard the movies will come out, I became crazy. And I believe that I not the exclusive person who buries themselves into the magic world in <Harry Potter>. The tenet of this film is get such a big success in the box office and wins lots of peoples' interest.

Thirdly, this film is made by people self. Not only the shooting schedule, but also all the roles in the file, they are all hard working and use their whole life and working experience to do this film, lots of ideas are from themselves. So we can say that this film is made by people self and human being can do something magically .

6. Conclusion

In conclusion, we understand what is popular culture now. Use the theories above, we can easily decide a film, a song, an album and so on. They are a "culture" or a "popular culture" or both of them. So in some impacts, we could say that <Harry Potter> is a successful film. One reason for that is <Harry Potter> is not only a culture works. but also be good at popular culture's area.

We can see there are the excellent process of intellectual, spiritual and aesthetic development in it, and it also makes the people like in a period or a group. At the same time, the film is also good in popular culture's area. It get success in box office, during the produce, the maker wants to get people's favour, and also, this film are made by the people self.

Works Cited

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The Television Department is one of the oldest creative departments of the university. It employs prominent film and television figures who have made a significant contribution to the development of screen arts. These are laureates of the State Prize of the Russian Federation, Professors E.G. Plugatyreva, A.P. Krivonos, Doctor of Art History, Professor V. F. Poznin, laureates of international and Russian cinema and television awards, associate Professors G. M. Nechaeva, V. G. Nechaev, P. Ya. The head of the department is Andrei Radin, who is the winner of the GRAND-PRI "The Best Journalist of St. Petersburg 2002", five-time winner of the "Golden Pen", well-known television journalist who has created the local NTV broadcasting in St. Petersburg. Established in 2001, Sichuan University of Culture and Arts is a private higher-education institution located in the large metropolis of Mianyang (population range of over 5,000,000 inhabitants), Sichuan. Officially recognized by the Department of Education of the Sichuan Province, Sichuan University of Culture and Arts is a coeducational Chinese higher education institution. Sichuan University of Culture and Arts offers courses and programs leading to officially recognized higher education degrees in several areas of study. See the uniRank degree levels and areas of study matrix below for fur TV and Radio department. All Departments. 26 Documents. A system; identification of social and market factors in the television and radio world of Ukraine; descriptive analytics to identify the facts of the availability of universal TV and radio journalism in Ukraine and the need for changes in the curricula for the schooling of universal TV and radio journalists. Results. Characteristic features of the universal TV and radio journalist are revealed, components of the universal product of television and radio companies and the concept of a universal TV and radio audience are determined. Novelty. Sichuan University School of Medicine was originally built as a private medical school, once known as Huaxi Xiehe College (West China Union College Chinese: 华西协和大学) and then West China University of Medical Science. It was established in 1910 by five Christian missionary groups from the U.S., UK and Canada, with offered courses in stomatology, biomedicine, basic medicine and clinical medicine. In 1917 the medical faculty of West China Union University (WCUU) established a department of dentistry and in 1921 the status was raised to the college of dentistry of WCUU. In 1928 the college of Medicine and dentistry formed the joint college of medicine and dentistry of WCUU. It was renamed as Hospital of Stomatology, Sichuan Medical College in 1953. Sichuan Radio and Television University to build a complete digital, interactive remote teaching platform, a unique system of operation, sharing of resources, open school strengths and characteristics, has become a widely used modern educational means to carry out modern long-distance open education comprehensive remote open University, Sichuan Province is to build a platform for lifelong learning, building an important force of learning. When applying for admission to Sichuan Radio and TV University Distance Learning Platform in China you should prepare all required documents. The root of Jiangnan University stretches back to San Jiang Normal School which was founded in Nanji ~ 1972 1/2. China Wuxi.

The new Silesia University's Radio and TV department is located on a vacant plot, inserted in a consolidated area of Katowice. The plot, mainly empty, contains an abandoned building which the client initially planned to demolish. Save this picture! © Jakub Certowicz. The project preserves this existing building, and adds an extension to it while protecting the character of the old; it also includes a lower height building occupying the interior block area which confers to the central courtyard the intervention's prominence. Save this picture! © Jakub Certowicz. Sichuan University. Foreign Student Admission Information. Contents. I General Information. 1. University Overview. 2. Departments and Majors for International Students. 3. Information of the School of Overseas Education and Curriculum. II Time of Enrollment. III Application Procedures. As one of the national key universities directly under the State Ministry of Education (MOE) as well as one of the State 211 Project and 985 Project universities enjoying privileged construction in the Ninth Five-Year Plan period, the present Sichuan University (SCU) was first incorporated in April of 1994 with Chengdu. Sichuan University, Chengdu: Address, Sichuan University Reviews: 4.5/5. Asia. China. I am a tourism student at sichuan university and i would recomond the people who are spending your day at chengdu city should come and spend some time. The Huaxi medical faculty of sichuan university can be identify as one of best ancient looking buildings in the city. Read more. Sichuan University School of Medicine was originally built as a private medical school, once known as Huaxi Xiehe College (West China Union College Chinese: 华西协和大学) and then West China University of Medical Science. It was established in 1910 by five Christian missionary groups from the U.S., UK and Canada, with offered courses in stomatology, biomedicine, basic medicine and clinical medicine. In 1917 the medical faculty of West China Union University (WCUU) established a department of dentistry and in 1921 the status was raised to the college of dentistry of WCUU. In 1928 the college of Medicine and dentistry formed the joint college of medicine and dentistry of WCUU. It was renamed as Hospital of Stomatology, Sichuan Medical College in 1953. Variable part: TV film directing; non-fiction film directing; make-up and postiche in film production; basics of film production; film analysis; present-day video technology and digital technologies. Electives: cinema special effects, basics of multimedia, festival distribution of audiovisual works, postproduction, producing in the media industry, foreign film business and foreign co-production, music in the cinema; history and theory of music. art; basis of film dramaturgy; information systems and technologies; psychology; psychology of art; methods of teaching professional subjects; ethnogenesis and the biosphere of the earth; non-fiction film directing; work on staging project; theory and