The birth of mass culture

• • •

Karolina Żmich

Mass culture can be defined as the collective culture created by exposure to the same news sources, music, literature, art and consumer advertising.

The rise of mass culture is a relatively new phenomenon that has occurred largely because of the rise of a leisure class fueled by technological innovations.

Mass culture and cultural identity

Cultural products that are both mass-produced and for mass audiences. Examples include mass-media entertainments—films, television programmes, popular books, newspapers, magazines, popular music, leisure goods, household items, clothing, and mechanically-reproduced art; synonymous with popular culture (the preferred term in cultural studies and where the focus is on uses rather than production), although some theorists distinguish it from traditional folk culture because it is oriented toward profit and is organized according to the laws governing commodity exchange.

Cultural identity

Culture is the shared characteristics of a group of people, which encompasses , place of birth, religion, language, cuisine, social behaviors, art, literature, and music. Some cultures are widespread, and have a large number of people who associate themselves with those particular values, beliefs, and origins. Others are relatively small, with only a small number of people who associate themselves with that culture. However, the value of culture cannot be defined by its size. No matter if a culture is widespread or kept within a small region, is young or old, or has changed over time or stayed the same, every culture can teach us about ourselves, others, and the global community.
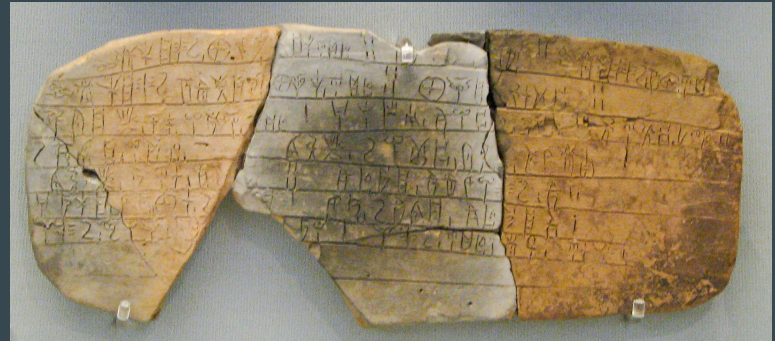
At the beginning there was the gossip

Art and writing

The history of mass communication stretches from prehistoric forms of art and writing
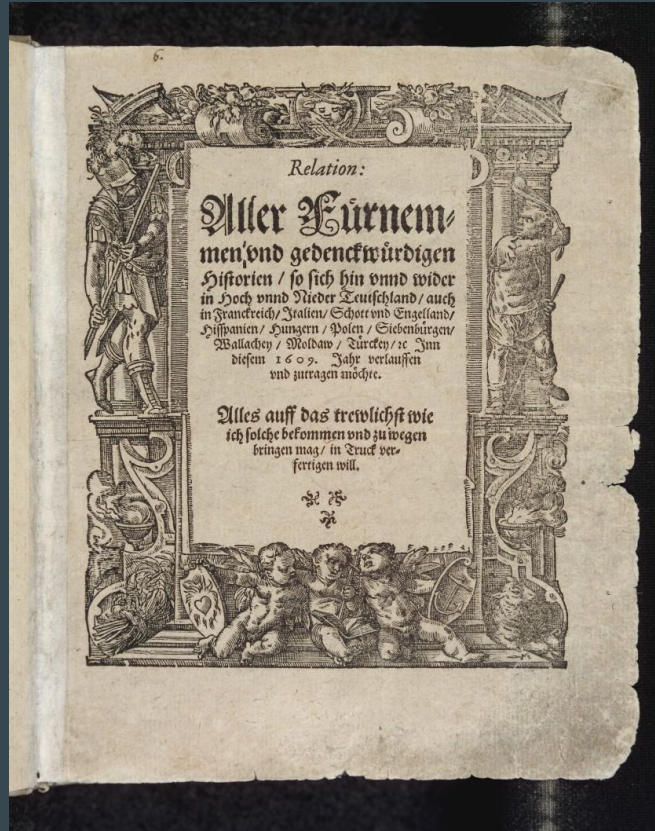

Stone Art Drawing

Linear B is a syllabic script that was used for writing Mycenaean Greek, the earliest attested form of Greek. The script predates the Greek alphabet by several centuries.

Discovery of print

Later developments in printing technology include the movable type invented by Bi Sheng around 1040 AD and the printing press invented by Johannes Gutenberg in the 15th century.
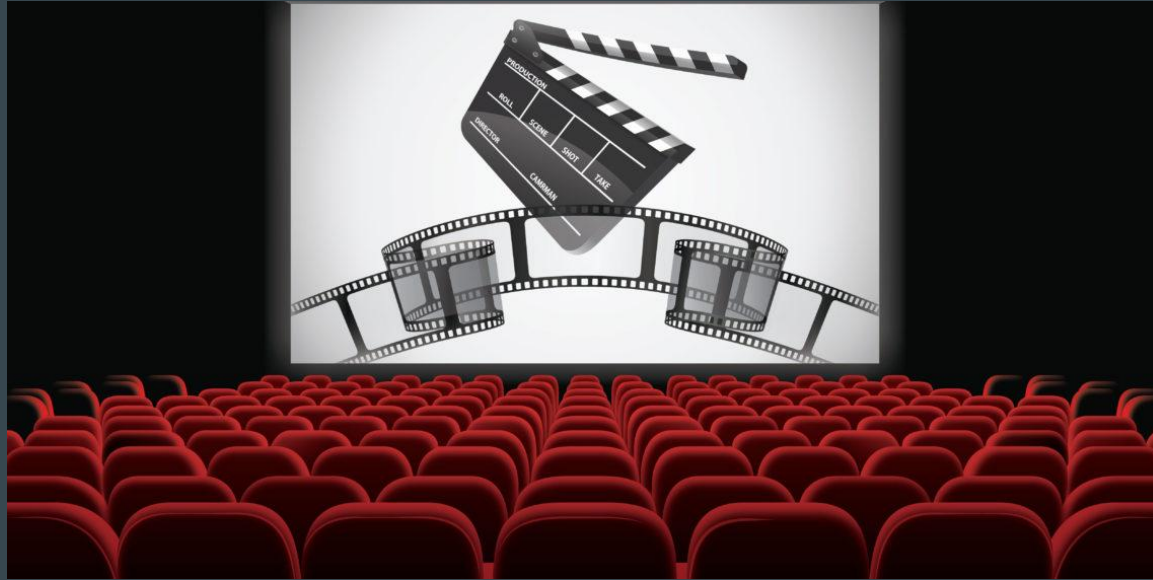
Newspaper - the first weekly printed newspaper in Antwerp in 1605

Cinema - Since around 1900

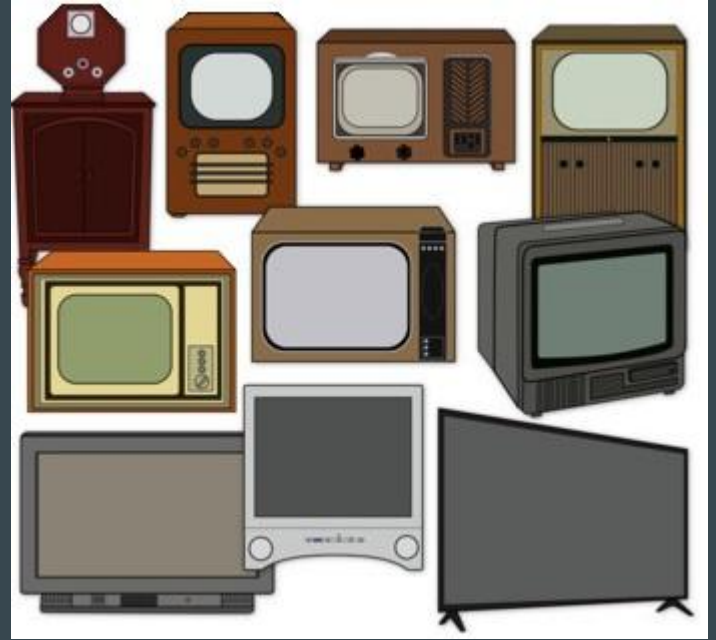## Story conveyed with moving images

Radio - the invention of radio by Marconi in 1895

At first, fascination with radios was limited mainly to a rather small group of male hobbyists who had gained experience with the new device during their service in the war.

Television invented by John Logie Baird in 1925

Telecommunication medium
for transmitting and
receiving moving images

Mass culture emerged due to the development of print and broadcast which were strong enough to alter perception or convince people to follow ideas on a large scale.

Modern society presents a high rate of social changes and their unpredictability.

Internet - to the internet (the World Wide Web) by Tim Berners Lee in 1990.
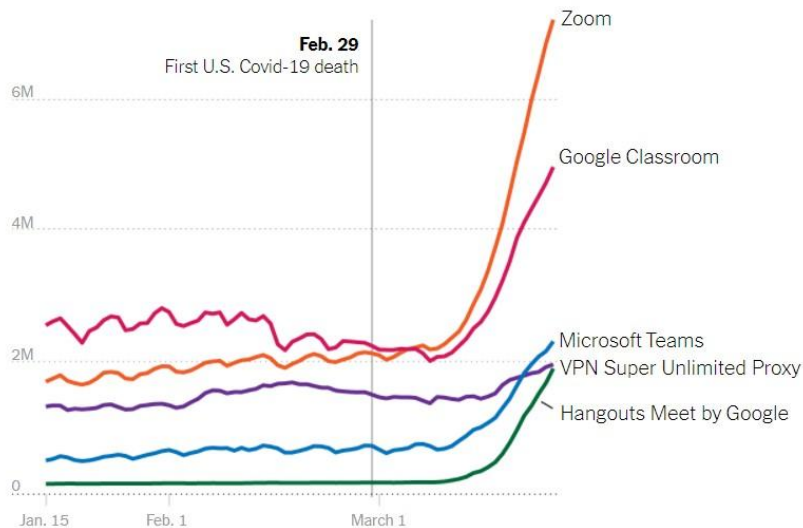
Lockdown

While traditional social media sites have been growing, it seems that we want to do more than just connect through messaging and text — we want to see one another. This has given a big boost to apps that used to linger in relative obscurity, like Google's video chatting application, Duo, and Zoom, which allows groups of friends to join a single video chat and play games together.

We have also grown much more interested in our immediate environment, and how it is changing and responding to the virus and the quarantine measures. This has led to a renewed interest in Nextdoor, the social media site focused on connecting local neighborhoods.

We have suddenly become reliant on services that allow us to work and learn from home

Daily app sessions for popular remote work apps

Feb. 29
First U.S. Covid-19 death

6M

Zoom

Google Classroom

4M

2M

Microsoft Teams
VPN Super Unlimited Proxy

Hangouts Meet by Google

0

Jan. 15   Feb. 1   March 1

App popularity according to iOS App Store rankings on March 16-18. • Source: Apptopia

New face of the Internet

The coronavirus has transformed many aspects of our lives. It shut down schools, businesses and workplaces and forced millions to stay at home for extended lengths of time. Public health authorities recommended limits on social contact to try to contain the spread of the virus, and these profoundly altered the way many worked, learned, connected with loved ones, carried out basic daily tasks, celebrated and mourned. For some, technology played a role in this transformation.

A large majority of people also say they talked with others via video calls at some point since the pandemic's onset. For 40% of Americans, digital tools have taken on new relevance: They report they used technology or the internet in ways that were new or different to them. Some also sought upgrades to their service as the pandemic unfolded: 29% of broadband users did something to improve the speed, reliability or quality of their high-speed internet connection at home since the beginning of the outbreak.

But...

Still, tech use has not been an unmitigated boon for everyone. "Zoom fatigue" was widely speculated to be a problem in the pandemic. Many who have never talked with others via video calls since the beginning of the pandemic say they have felt worn out or fatigued often or sometimes by the time they spend on them. Moreover, changes in screen time occurred. Many surveys found that a third of all adults say they tried to cut back on time spent on their smartphone or the internet at some point during the pandemic.

For many, digital interactions could only do so much as a stand-in for in-person communication. About two-thirds of respondent (68%) say the interactions they would have had in person, but instead had online or over the phone, have generally been useful – but not a replacement for in-person contact.

We have more media than ever and more technology in our lives. It's supposed to help us communicate, but it has the opposite effect of isolating us.

Tracy Chapman

But does it really?

art (performances, concerts, museum tours and exhibitions, education)
online initiatives : helping those in need;
Dziadkowie biznesu

https://www.youtube.com/watch?v=6O148LFK4QQ&ab_channel=DziadkowieBiznesu

https://www.facebook.com/Dziadkowie-biznesu-102407391941397

TV I.CULTURE

SCHOOL HOLIDAYS DOUBLED

2021   TEACHERS SUCCEED IN NEGOTIATING A 26 WEEK HOLIDAY

How to **get**, process and present information?

-   students get lost in the amount of information
-   students cannot differentiate between facts and opinions
-   check the info

Task:
join iCulture fb page - use the link to create your own fake news and post it

Quiz

MASS MEDIA

Who was the self-made billionaire who made the first social network?

Answer: Mark Zuckerberg

Name one of the most popular streaming services to watch movies and

TV shows?

Answer: Netflix or Hulu

What is the longest-running TV cartoon series?

Answer: The Simpsons

What famous actor became the 38th Governor of California?

Answer: Arnold Schwarzenegger

What movement struck America as a fight for racial injustice in 2020?

Answer: Black Lives Matter

What does the acronym "smh" stand for?

Answer: Shaking my head

What is the title of Michelle Obama's 2018 memoir?

Answer: Becoming

Which tech entrepreneur named his son X Æ A-12?

Answer: Elon Musk

What movie has the best-selling soundtrack of all time?

Answer: The Bodyguard

Which term describes a situation in which a person abruptly cuts off contact with someone without giving that person any warning or explanation for doing so?

Answer: Ghosting

In just over a decade, the Kardashian-Jenner family have gone from being "famous for being famous" to running a vast business empire, but which area have they yet to launch a product for?

Answer: Transport

Why the quiz?

What next?

- the future of mass media

- reduction of negative influence of mass media

WHOEVER CONTROLS THE MEDIA, CONTROLS THE MIND.

Jim Morrison
American singer–songwriter

(1943-1971)

Thank you!

*all the sources are presented in the comments

Karolina Żmich