



VOLUME V NO - III

इविवर दी

BEYOND THE WALLS OF IVY



POPULAR  
CULTURE



# TABLE OF CONTENTS

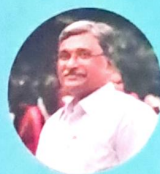
VIDEO GAMES INFLUENCE ON POPULAR CULTURE	06
YOUTH AND ADDICTIONS!	09
THE EMERGENCE OF SPORTS AND SPIRITUALITY IN POPULAR CULTURE	11
SOCIAL MEDIA BRANDING AND VISIBILITY	13
POPULAR CULTURE MOMENTS OF THE DECADE TO RECALL AND REMEMBER	15
POPULAR CULTURE ICONS OF THE 21ST CENTURY	20
HAS INTERPERSONAL COMMUNICATION WORSENER BECAUSE OF SOCIAL MEDIA?	23
GROWING TRANSGENDER PRESENCE IN POPULAR CULTURE	27
GENERATIONAL TRENDS	28
SOCIAL MEDIA INFLUENCE ON ENTERTAINMENT AND POPULAR CULTURE	31



# MESSAGE

I am very delighted to know the department of management studies is releasing its latest edition of student magazine samvridhi. With great pleasure I would like to appreciate the energy and enthusiasm of the faculty and students on the eve of its release. The students have displayed high level of talent in various activities organized by the department and college. It speaks of the faculty strength and potential of the students. I wish the faculty and students all the very best in making samvridhi as their Pride possession.

*PRINCIPAL*



It is my pleasure to congratulate and appreciate all the students who have put in their efforts in bringing out the latest edition of samvridhi newsletter for this academic year. I also congratulate all the students for their enthusiasm, active participation and for contributing articles and artwork.

I appreciate all the faculty member of the department for the constant support and for motivating students to write articles for the newsletter. I look forward more newsletters for informative article to come in the future.



*HEAD OF DEPARTMENT*

It gives me immense pleasure to congratulate the amazing effort put forth by team samvridhi. Idea generation initiation, innovation and integrity defines team samvridhi. I am quite positive that samvridhi would provide the readers with educational information, helpful hints and tips, events and news from businesses at various National and international platforms. Samvridhi in a beautiful way moved towards establishing its own identity. I am so proud of the team for the success. The team consists of wonderful combination of members who are both the dreamers and doers. I am sure samvridhi would move towards new height due to the dedication of the team members. I would like to wish all the best to everyone associated with samvridhi.



*CO-ORDINATOR SAMVRIDHI*



# SAMVRIDHI TEAM



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# VIDEO GAMES INFLUENCE ON POPULAR CULTURE



There have been several arguments about video games for many years. Many people strongly believed that video games are linked to violence. However, research over time has shown that video games are often of great benefit for therapeutic purposes, exercise, stress relievers, positive interactive learning, hand eye coordination, and differing types of patient treatment for people all round the world. Many scholars argued that the video games have negative influence to children, especially if the they contain some sorts of violent factors. There's an existing stereotype for violent video games as a negative impact for the society, also for children who play those games.

For example, I might wish to specialise in the mega-hit video game, Pokémon. The essential feature of this game may be a battle using one's owning Pokémon versus opponent's one. On the opposite hand, this game also includes other aspects that are considered more of cooperative and increasing friendship.



The plot is, foremost character is on an adventure to knock down numerous gym leaders located in various towns, the character should cooperate with citizens of the town to get information of where the gym leader is, the way to get there and the way to defeat them. From that view, Pokémon might be thought as partly a violent video game, but it's tough to think that this video game have any direct negative influence to people to travel violent.



In addition, in my opinion, it's not the video game itself, but actually the community one belongs to which could bring that person violently. There are many gamers within the world who play violent video games like Sudden Attack, during which the player is literally holding the gun on the screen and find them self being a winner consistent with what percentage opponents they killed. Many players isolate the sport world and the real society completely, but those that act violently within the world has some problems within the community they belong to.



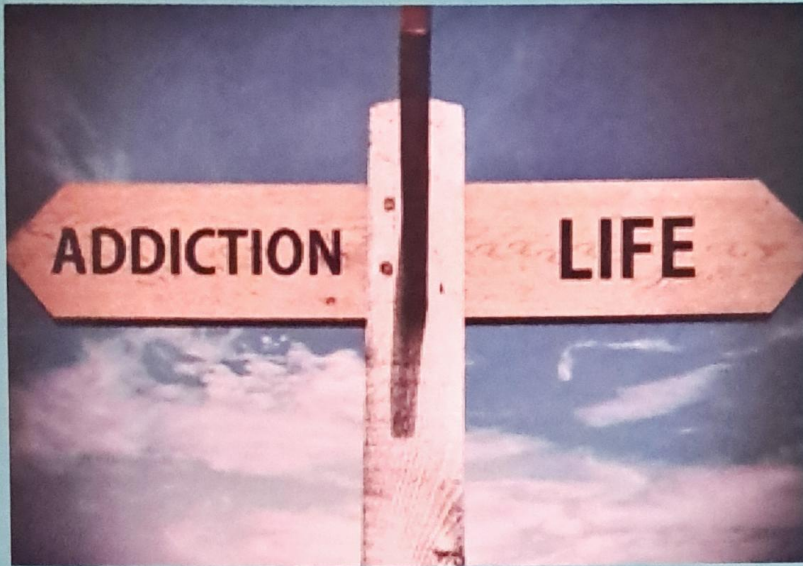
Extremely if an individual may be a member of the mafia, it's reasonable that an individual could be violent, but what if an individual is from a standard family and all his friends are hardworking and peaceful, that person might play some violent video games, but is straightforward to isolate the 2 worlds because they're so different. As a result, stereotype of the video game, that claims that video games have negative influence isn't an easy matter, but we've to seem more deeply into how one's life is made, what sorts of friends one have, and which area one lives.



G S Sucheta  
MBA -1B



# YOUTH AND ADDICTIONS!



Youth - the wonderful phase of a person's life. The phase that opens the doors for many new opportunities and beginnings. A phase when used to its finest has the potential to turn a person's life into a treasure. But also into a dark hole if mislead or not guided properly. 13-30 years of age is usually considered as youth. This is the time when the internal activity of an individual is at its maximum. A lot of changes happen inside the body and our perception is enhanced. It is during this time that one has to ensure they blossom in the right way. Failing to do so often brings immense suffering to the life of that person. This is the reason why, any situation that never bothered you or which you never thought would affect you during childhood, shows a whole new affect if the same happens during youth.

Human mind is the most sophisticated machine available to mankind but unfortunately not everyone knows its entirety. People struggle immensely on a daily basis just to handle their own thoughts and emotions. This being the case, the entirety and power of the mind cannot be known and mastered. But life happens



around us in a dynamic pattern and unless one is fully aware of oneself, they cannot enjoy its beauty!

From the above information, we can clearly tell that there is a serious imbalance in the way life happens around us and the way we have prepared to live it. This imbalance often leads to depression, anxiety and numerous other mental health issues.

The solution is simple, to increase self awareness but to do that is not as easy as we say. One has to have the will to break down his/her own internal barriers. The better alternative people choose is by finding an addiction. The intention would never be to get addicted but to escape and eventually ends up in addiction. This is not the only reason why people get into addictions.

There are other reasons like -

1. Bad influence: be it from a stranger, friends or family.
2. Social cultures: people think it is cool to drink and smoke.
3. Environment: the kind of family background a person is growing up and etc..

Youth is the most productive time in a person's life. It is up to oneself to decide what they want to do while alive and to do anything worthwhile of time, youthfulness is a wonderful opportunity. Grab it, use it and manifest in what you want.



Sindhuri Kolukula  
MBA 1st year



## THE EMERGENCE OF SPORTS AND SPIRITUALITY IN POPULAR CULTURE

Sports and spirituality may be an oxymoron. What could be less spiritual than 'big business' sports? Sports are clearly more important than ever to both the individual and society in economic, cultural and financial terms. Take for example, the growth of the Olympic Movement; the dramatic growth in the popularity of sports is in sharp contrast to the near collapse of formal or orthodox religions in many countries. The results of the Social Trends Survey (2002) demonstrated that approximately 24% of the UK population attended a sports event as a spectator, while half of all adults aged 18 who belonged to a religion have never attended a religious service.

### **Spirituality through Sport?**

The term "spirituality" is evidently an emotive and contentious one. "Some people, especially baby-boomers, reject the idea of religion, but believe they are 'spiritual'". In sports spirituality is cultivated through allegiance or commitment to a team, either as a fan or as a spectator. Themes within sport may also typically include freedom and escape from normal life, discovery of meaning in life, commitment to a set of ethics and possibly a rediscovery of play in its purest sense.

Sport can be a kind of spontaneous spiritual practice. And for those who, for cultural or social reasons, don't have the opportunity or the desire to follow an actual spiritual path, it's probably very significant in this regard, since it's a way of adding a spiritual dimension to their lives.





But of course, even if we do follow a spiritual path, activities like sport should still be important to us. In the end the connection between sport and spirituality reminds us of what spiritual teachers (especially Tantric teachers) have always insisted: that instead of just being 'spiritual' for the half an hour or so that we sit down to meditate, we should try to integrate spirituality into every aspect of our lives. Even the most mundane aspects of our lives are potentially divine, and offer us the opportunity to taste spiritual well-being.



Kavya  
BBA II B



# SOCIAL MEDIA BRANDING AND VISIBILITY

***"Pop culture is both interesting and entertaining, just what brands want to be"***

In this era of technology social media plays a crucial role in any company's marketing. Some of the ways that It helps is; by increasing awareness about one's brand, connecting to the customers, cost effectiveness in terms of advertising and brand loyalty. In this era of technology social media plays a crucial role in any company's marketing. Some of the ways that It helps is; by increasing awareness about one's brand, connecting to the customers, cost effectiveness in terms of advertising and brand loyalty.



A company's social media presence shows that it is active and maintains a good communication with its customers. It is also useful in creating a positive brand image of the company. Consistency sure is the key when it comes to social media branding. A company must post regularly with suitable content.

## **Things one must know before starting**

- Target audience
- Target audience for each profile. (For example ; for Facebook and twitter companies will target different set of groups)

## **How to make your social media profile interesting ?**

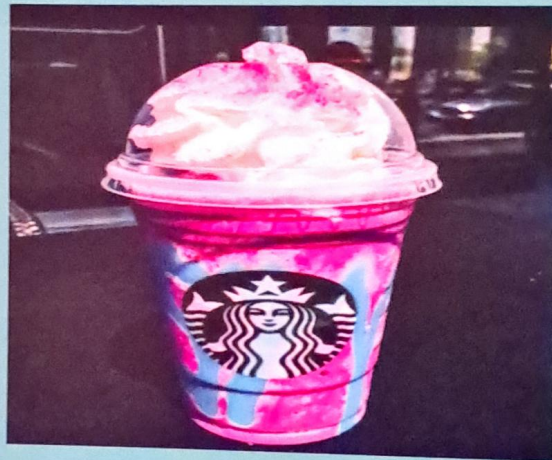
- Use colours that are attractive to the customer's eyes
- Use catchy taglines
- Post content relevant to the product
- Communicate and ask for feedback



An example of how Starbucks built an engaging brand on social media

### **UnicornFrappuccino**

The Unicorn Frappuccino was available to buy for just three weeks in April 2017; however, its impact lasted much longer. The drink – a sugary and vibrantly-coloured concoction – exploded on social media, which was no accident. Starbucks deliberately created the limited-edition product with social in mind, assured that loyal customers would post about it.



Since, Starbucks has continued to experiment with secret menu items, effectively building buzz on social and directing customers into stores



GK Swetha  
BBA- 2B



# POPULAR CULTURE MOMENTS OF THE DECADE TO RECALL AND REMEMBER

## *LET'S LOOK BACK!*

Now that a whole decade has passed .....I know ..... ten years! There has been a lot of changes in the past decade. And the pace of these changes has increased as we came closer to 2020, with the rapid advancement in technology and the easy access to internet, popular culture has evolved in ways that were beyond imagination 10 years back. So let's look back and reminisce all the important moments in the past decade (cue all the "yeah" and the "oh my gosh! I totally forgot about that").

### **FOOD:**



I am going to start with talking about how food evolved in the past decade (because let's be honest, that is the best part of Popular Culture). The beginning of the Decade saw a massive increase in convenience foods, fast foods and eateries. With the advent of McDonalds in many cities and towns in India, we discovered a different meaning to "burgers plus fries". There has been a significant shift to a more sedentary lifestyle.



This eventually paved way to a growing population that was health conscious and wanted to start eating healthy. Avocados on toast, green salads and lettuce and keto diets started cropping up. By the end of the decade, everyone was talking about organic fruits and vegetables, unadulterated pulses and spices. But alongside to this, ethnic food start gaining visibility and people were intrigued to try cuisines they have been introduced through the internet. Café's and bistro's became a norm where most of the workplaces were located. Home-madetake-out food business started booming. Little did we know back in 2011, whilst we were sipping a coke in an eatery, that couple of years down the line, we would be instead looking for organic coconut water and fresh lime juice.

## **CINEMA AND TELEVISION:**



I remember when we first disconnected the locally provided cable service and opted for Digital Satellite Service. It was in 2011. It was like the best thing ever with specialized channels for music that were only available on DTH services and channels that could be subscribed to watch movies without advertisements.

But with the advent of 2016, this started becoming redundant too. Netflix and Amazon Prime emerged giving a new meaning to TV Shows. People could now binge watch multiple episodes of a show and finish the entire series.



Frozen came out in 2013 which was one of the highest grossed animation movie to ever be watched. True crime became a big hit. The Harry Potter series came to an end. People wanted more mystery, more shows revolving around narcotics, more shows about strange lands with cyborg powers. With social media lending a shoulder to promote these shows and cinemas, there were a growing number of "Potter heads", "Marvel" and "DC" fanatics. Game of Thrones started building their own clan.

This decade saw a change in the way people perceived cinema. Cinema was used as a means to talk about socially debatable issues, to talk about politics in the country, to talk about women empowerment. People started accepting bi-sexual and heterosexual characters on the television shows and cinema.

#MeToo roared in the later part of the decade wherein people started fighting sexual abuse in the film industry. A complete evolution took place in the entertainment industry.

### **FASHION AND BEAUTY:**



"Fast fashion" ..... have you heard of these words before? Fast Fashion is inexpensive clothing produced rapidly by mass-market retailers in response to the latest trends. The Fast Fashion industry globally grew by scale of production and revenues. Every trend that was showcased in the entertainment industry was converted into fashion. Global brands like LEVIS, ZARA, H&M, Aeropostale, GAP and Indian brands like Westside and Lifestyle gained popularity &



their branches multiplied like never before. People now like to wear kicks by Adidas and Nike. They want a T-shirt that says "Stranger Things" or "Winter is Coming". This fast fashion also created the problem of disposal of used apparel which has become a menace in many developing countries. There has been a call in the end of the decade to create more sustainable apparel, to save water and the environment. Did you know by using a piece of apparel for a minimum of nine months, one can reduce apparel waste by 45%? Imagine all the water we can save that way!

Many celebrities started coming up with their own clothing lines and cosmetics line. From Kylie Jenner's makeup kits, to Rihanna's luxurious fashion brand- Fenty. In India, from Deepika Padukone's All About You to Nush by Anushka Sharma and HRX by Hrithik Roshan. Fashion was being associated with icons that people looked up to. Luxury brands started cropping up faster than ever. Guess, Michael Kors, Gucci became style statements. The fashion industry definitely has a new face now!

### **SOCIAL MEDIA:**



I know when we talk about Social Media, Facebook and WhatsApp, the first thing that comes to our mind is how our language has changed by the influence of social media. From LOL to YOLO to SMH. From "vibing" to being called "woke" and "dope". Yes! This definitely happened!



But what is the most "dope" thing about social media is the myriad ways in which it has developed in the past decade. It was Facebook in the beginning of the decade, but Instagram became the norm by the end of the decade. Social media opened up new career avenues that were unthinkable before.

There has been a tremendous influencer boom. With a smart phone in every hand and an internet service, people created jobs on these tiny devices. Facebook, which was once used for chatting and playing games, is now used to sell things online and get information, form communities. Blogging is now a profession. People write reviews on the internet, promote brands on social media, click pictures with fancy backgrounds and earn loads from it. "Vlogging", one of the most popular creations of YouTube has become ever so popular. People are intrigued to find out what these YouTubers do regularly. YouTube has become so popular that the YouTube icon "PewDiePie" has 120 million followers across social media. Cinema actors also started their own Instagram accounts and YouTube accounts to add a personal touch and give their fans, a glimpse into their personal lives. Social media has been carved into our lives so seamlessly that we do not know where it begins and where it ends. We don't need the iconic moments that are highlighted on the internet to know what has changed in the past decade. Take a basic day-to-day activity of yours and just think back about how you used to do the same thing ten years back. It can be as simple as communicating and eating food. Let's think back and talk about the same with our family and friends and re-discover things we have forgotten about!



TEKKAM NIDHI PRAVALIKA  
MBA-1B



## POPULAR CULTURE ICONS OF THE 21ST CENTURY

Each decade is full of famous figures who greatly impact pop culture—the '60s had the Beatles, the '70s had Springsteen, and the '80s had Michael Jackson. It's clear that this decade has already made its mark, with trends ranging from social-networking to Abercrombie and Fitch. But just who in the 21st century influences pop culture the most?

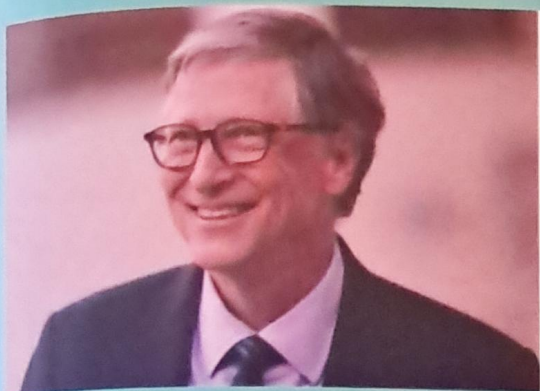
Here's a list of people who have greatly influenced technology, music, film, literature, and the media:

**1. Mark Zuckerberg:** In addition to creating Facebook, Zuckerberg was named person of the year by Time in 2010 and is one of the world's youngest billionaires. He was born on May 14, 1984 in DOB's Ferry, New York, USA as Mark Elliot Zuckerberg. He is known for his work on Terms and Conditions May Apply (2013), Roots Music Americana (2011) and The Simpsons (1989). He has been married to Priscilla Chan since May 19, 2012. They have two children.

**2. Lady Gaga:** Since making her debut in 2008 with her album "The Fame", Lady Gaga has been named the "Queen of Pop" by Rolling Stone, released two additional chart-topping albums and begun charities such as the "Born This Way Foundation."

**3. Ellen Degeneres:** Apart from hosting one of the most popular talk shows in America, Ellen has started a record label, helped other stars rise to fame, and spoken out against issues like bullying.





**4. Bill Gates:** Born William Henry III is an American entrepreneur, business mogul, investor, philanthropist, and widely known as one of the richest and influential people in the world. William Henry III was born to attorney, William Henry II and teacher, Mary Maxwell Gates in Seattle, Washington, USA.

**5. Stephanie Meyer:** The best-selling Twilight books spawned five movies and made stars like Robert Pattison and Kristen Stewart household names.

**6. Roger Federer:** is the former #1 ranked tennis player in the world, having held the number one position for a record 237 consecutive weeks.

**7. Stephen Hawking:** Stephen Hawking was an English theoretical physicist, cosmologist, author and Director of Research at the Centre for Theoretical Cosmology within the University of Cambridge. He is a true story of inspiration, who has taught everyone that you can achieve great things, even at the gravest of times with determination and will power.



**8. Daniel Radcliffe:** He made Harry Potter come to life on the big screen, starred on Broadway, and took on roles in films like "The Woman in Black".

**9. Oprah Winfrey:** Oprah Winfrey is an American media executive, actress, talk show host, television producer, and philanthropist. She is best known for her talk show, The Oprah Winfrey Show, broadcast from Chicago, which was the highest-rated television program of its kind in history and ran in national syndication for 25 years from 1986 to 2011. Dubbed the "Queen of All Media", she was the richest African American of the 20th century and North America's first black multi-billionaire, and she has been ranked the greatest black philanthropist in American history. By 2007, she was also ranked couple of times as the most influential woman in the world.



Akash Jain  
BBA 2 B



## HAS INTERPERSONAL COMMUNICATION WORSENER BECAUSE OF SOCIAL MEDIA?



Glance around a restaurant and you'll be hard-pressed to find people who don't have their heads down using their cell phones to text, Tweet, or update their Facebook status—all while sharing a meal with others at their table. Social media's effect on our ability to interact and communicate is

visible throughout all areas of society. According to Paul Booth, studies have shown that people actually are becoming more social and more interactive with others, but the style of that communication has changed so that we're not meeting face-to-face as often as we used to. That said, our interactions on social media tend to be weak ties—that is, we don't feel as personally connected to the people at the other end of our communication as we do when we're face-to-face. "So while we're communicating more, we may not necessarily be building relationships as strongly," Booth says.

Three key issues are surfacing regarding the role social media now plays in people's communication styles. First, when we communicate through social media, we tend to trust the people on the other end of the communication, so our messages tend to be more open. Second, our social connections are not strengthened as much through social media as they are face-to-face, so we don't tend to deepen our relationships—they tend to exist in the status quo. Last, we tend to follow and interact with people who agree with our points of view, so we aren't getting the same diversity of viewpoints as we've gotten in the past.



Social media is a convenient way of communicating, but it lessens the quality of the connection. Before social media, the ways in which we connected and how many people we reached were limited. We depended on phone calls and face-to-face interactions to strengthen relationships. On the upside, the latest technology provides endless ways to connect. We can also reach more people than ever. The downside is the way we communicate has also changed, challenging our ability to make meaningful connections.

One survey revealed that 74 percent of Millennials prefer conversing digitally rather than in person. While this helps them communicate more efficiently, it diminishes their communication effectiveness. The more people use digital communication, the more interpersonal communication skills decline. Our need for rapid bits of information replaces our ability to clearly express thoughts and ideas when speaking to others.

Consider how often you check your phone and social media updates. Our "fear of missing out" has created bad habits that have rewired how we interact with each other.

Some studies suggest the rise of Attention Deficit Hyperactivity Disorder (ADHD) is directly associated with overuse of social media, as our brain easily loses focus due to ongoing demands for our attention. One study found that heavy users of digital media were twice as likely to develop ADHD than their peers, attributing such lack of focus to a continuous, daylong stream of information. This forces us to process more quickly and to crave more digital input. The more we get, the more we require to feel satisfied.





People have become addicted to their devices. A distressing 62 percent of people studied admit to using digital gadgets while with others. They most likely have no clue that the quality of conversation and their ability to meaningfully engage is affected.

One study evaluated how mobile devices affect the quality of face-to-face social interactions. Results found that conversations without digital devices were far superior to those conducted while devices were present. It also discovered that people in device-free conversations were better listeners and more empathetic to those speaking. Another study revealed that the presence of devices affected closeness, conversation quality and connection, especially when more meaningful topics were being discussed.

Whether or not people want to accept it, social media has several negative impacts on their daily lives. We cannot deny the fact that social platform is very helpful providing news, gossips, and to keep in touch with friends and family, but we cannot afford it to become the focal point of our lives.



The access that people have on the internet and social media specifically has become too easy.

It has made the language lazy and thus resulting people uninterested in meeting others in person, which eliminates any chance of deep and meaningful conversation. People have started losing their ability to communicate efficiently, which is a testament, to what kind of total control social media has over their lives. Overall, social media can be beneficial if used wisely and in the proper proportion. So, it is easy to conclude that the negative impact of social media far outweigh any benefits that they may provide to society at this juncture.



ISHRATH SULTANA  
BBA - 2B



## GROWING TRANSGENDER PRESENCE IN POPULAR CULTURE

The word “transgender” – or trans – is an umbrella term for people whose gender identity is different from the sex assigned to us at birth. Although the word “transgender” and our modern definition



of it only came into use in the late 20th century, people who would fit under this definition have existed in every culture throughout recorded history.

### **What challenges do transgender people face?**

While the visibility of transgender people is increasing in popular culture and daily life, we still face severe discrimination, stigma and systemic inequality. Some of the specific issues facing by the transgender community are:

**Poverty**– In too many cases, lack of legal protection translates into unemployment for transgender people.

**Transgender Rights as Human Rights**– We argue, in contrast, that transgender rights stem from human rights, i.e., those fundamental rights belonging to every person. Persons with either cisgender (in which assigned and experienced gender are the same) or transgender identities deserve to live and flourish in their communities—with freedom to learn, work, love, and play—and build lives connected with others at home, in the work place, and in public settings without any fear for their safety and survival.



M. Rishika  
BBA-1A



## GENERATIONAL TRENDS

The cultural generation gap between the young and the old can be the competition for resources because the rise in the number of senior dependents is occurring more rapidly among whites than among minorities, for whom dependent children is a larger issue.

Firstly classifying the generations, we have 4 generations at present:

1. Baby Boomers: People born from 1944-1964. Currently 55-75 years old.

2. Generation X (aka Gen-X): People born from 1965-1979. Currently 40-54 years old. Also known as the "MTV generation."

3. Generation Y (aka Millennials): People born from 1980-1994. Currently 25-39 years old. Also known as the "avocado toast" generation.

4. Generation Z (aka Gen-Z): The newest generation, and the generation after Millennial. People born from 1995-2015. Currently 4-24 years old. Generational breakdowns are never an exact science; it's not like a 27-year-old and 42-year-old are so different that they can't understand one another. But it is interesting to compare and contrast the similarities and differences among generations for a number of reasons, including for the purposes of predicting future trends.

Change is due to a deep generational gap. The generational gap is a 'Diversity Explosion'. As the younger, more diverse part of the population reaches adulthood, clear gap will develop between its economic interest and politics and those of the older generations.





### 1. Non-Binary Beauty

The report predicts that gender-fluid beauty concepts will reach a tipping point in 2019, creating a new range of product categories (not to mention more acceptance around those who don't want to identify with one gender over another).

Over the past few years, both influencers and brands have pushed the envelope around both gender and beauty ideals. Fashion brands like Telfar, Agender and Blindness have taken advantage of the wave of acceptance and desire for a less gendered industry.

Influencers like Jack Bennett and brands like Sephora are all also making strides in terms of getting the beauty industry to be more accessible and gender-neutral. Things like genderless mascara, foundation and other beauty items will continue to shift the culture to one of more openness and not just tolerance, but the embracing of a more gender-fluid world.

### 2. The Human Story of Food

The report suggests that this year, we'll see less of an emphasis on food type images, and more on the story-based concepts surrounding food. Why did this chef choose to make this, and what does it mean to him or her? What's the story?



Increasingly diverse chefs and food influencers are establishing a progressive foodie culture, and one in which personal stories are a big part of the experience. "Expect to see a shift from photogenic, Instagrammable food to emergence of the stories of those behind these dishes," the report says.

The trends in every generation are very significant. Trend changes very fast accordingly and there are many ways it changes from generation to generation. Movies, fashion, food, traditions have change in its trend.



Harshita  
BBA II year



## SOCIAL MEDIA INFLUENCE ON ENTERTAINMENT AND POPULAR CULTURE



The term "pop culture" or popular culture is determined by the interactions between people in their everyday life activities. The most common categories of pop culture are entertainment (music, film, TV), sports, politics, fashion, and technology.

"Social media is the connective tissue that enables consumers to multitask during their entertainment experiences by connecting with others and sharing their opinions.

" Whether it is noticeable or not we are constantly being influenced by what surrounds us. It is almost impossible that we don't get either a positive or negative impact from it. Depending on what you listen to or what you watch or whatever you do, there is always a direct influence on your life. For instance, studies have shown that upbeat music reduces depression by 40%. Popular culture embodies the beliefs, ideas, perspectives, attitudes, and images of various cultures. Popular culture is heavily influenced by mass media, key celebrity figures, movies and related

entertainment, as well as sports and news. However, in the past decade, the Internet and social media have come to be a significant influence on pop culture. Social Media influences what music we listen to. In the past, people used to listen to songs that







