



Impacts of Youth Participation in Pop Culture

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Abstract:

The purpose of this study is to help the readers to understand the impacts of youth involvement in pop culture. The age group most influenced by pop culture is teenagers. It has both positive and negative impacts on society. As a result, youth should be aware of the limitations of pop media usage. Parents should assist their children in distinguishing between fiction and reality and inculcate in them the importance of preserving their culture, traditions, and righteous path.

Keywords: pop culture, social media, teenagers, impact, society

Introduction:

The emergence of social media and its growing popularity due to globalization and modernization has connected various cultures around the world, transforming them into a large universal society. Pop culture, also known as popular culture, is the accumulation of ideas, feelings, beliefs, values, and others inculcated within a culture that can be seen everywhere in our day-to-day life and has influenced the youth, who are the most avid pop culture followers. The mass media has the greatest impact on popularizing pop culture, which includes literature, movies, music, and other genres. Regardless of age, people's tastes and inclinations are strongly influenced by changes in these cultures. At the same time, pop culture has had a positive and detrimental impact on society. Teenagers should be aware of its limitations when it comes to using pop culture.

The Formation of Pop Culture:

The masses have been impacted by conventional forms of governance and traditions determined by local folk culture for most of human history. The majority of people lived in small towns and remote areas, which were not conducive to a 'popular' culture. The rural masses began to migrate to cities at the start of the Industrial Age (late eighteenth century), resulting in the urbanization of most Western societies. Urbanization is an important factor in the development of popular culture. People who used to live in small, homogeneous villages or farms now dwell in congested cities with a wide range of cultural influences. As a result of shared, or popular, means of expression, these different people would come to regard themselves as a 'group identity.' As a result, many scholars attribute the emergence of popular culture to the rise of the middle class as a result of the Industrial Revolution. With industrialization came mass production, advancements in transportation, building technology, increased literacy, and improvements in education and public health. All of these variables played a role in the development of popular culture.

The print industry mass-produced illustrated newspapers and journals, as well as serialized novels and detective stories, around the turn of the twentieth century. Newspapers were the most reliable source of information for a public that was becoming increasingly interested in social and economic issues. The ideas expressed in print served as a springboard for popular debate on a wide range of problems. Throughout the twentieth century, the emergence of new kinds of mass media had a significant impact on popular culture, fueled by continued technical advancement. Films, radio, and television have all had a significant impact on culture. So, from the late 1700s, urbanization, industrialization, mass media, and technological advancement have all played a role in the establishment of popular culture. These are still influences on mainstream culture today.

Pop Culture:

The word "popular culture" has multiple connotations. It is commonly understood as the people's culture that predominates in a society at a particular time. Popular culture (more commonly called pop culture) refers to the parts of social life in which the general public is most immersed. As the "culture of the people," pop culture is shaped by how people interact in their daily lives: clothing patterns, slang usage, greeting rituals, and the foods that people eat are all aspects of popular culture. The media also has an impact on pop culture. Large, diverse groups of individuals can identify collectively because of popular culture. It has an inclusive function in society because it brings people together around shared ideas of acceptable behaviour. Consuming pop culture goods boosts a person's peer group's esteem in addition to building a feeling of identity that ties them to the larger society. Furthermore, unlike folk or high culture, popular culture allows individuals to

influence dominant feelings and behavioural norms, as we will demonstrate. People are drawn to popular culture because it allows them to experience both individual enjoyment and societal bonding.

Pop culture can be found in a diverse number of ways. The mainstream media, particularly popular music, movies, television, radio, video games, literature, and the internet, is a primary source. Furthermore, advancements in communication allow for greater word-of-mouth propagation of ideas, particularly via cell phones. Many television shows, such as American Idol and Last Comic Standing, provide viewers with a phone number to call to vote for a participant. This mash-up of pop culture materials is a creative means of piquing public attention while also supporting commercial mass production.

A Teenager's Influence on Pop Culture:

Teenagers are the age group that is most impacted by pop culture. Teens are not only heavily influenced by pop culture, but it also has an impact on them on a variety of levels. It has an impact on their cognitive (how they think), emotional (how they feel), and behavioural (how they act) abilities (what they do). Trends in pop culture have a significant impact on the development and maturation of younger generations. Pop culture trends can have positive and negative impacts on young people, and we must be aware of all their manifestations.

The media has grown at an exponential rate in the last decade, with the arrival of the internet practically displacing traditional media in favour of social media. Teens have become enamoured of social media, which has had both beneficial and harmful consequences. Social networking services like Facebook (established in 2004) and Twitter (formed in 2003) have had a significant impact on the way teenagers communicate and engage. Teens' interactions, reading, shopping, and gaming have all been transformed by social media. Even the way they find music has changed, due to the implementation of YouTube (founded in 2005). Art has always been a natural aspect of human nature, a genuine form of self-expression. Body art traces back years, but there has recently been a surge in youthful interest in tattoos, body piercing, and hair embellishment. This is in no way linked to all the celebrities who are always sighted with new tattoos. Teens can express themselves through body art. Today's teenagers have grown up with mobile phones and internet access, putting information at their fingertips at all times.

Pop Culture: Pros and Cons

Pop culture's positive effects include personal relationships strengthening; the most noticeable effect is the coming together of people who may share similar cultures and tastes. For example, suppose there is a book

launch; the people who must attend the book launch are from all backgrounds, but they will all share similar tastes and preferences, which could serve as an integrating agent for such like-minded people. Pop culture also aids in the development of the mind by piquing the attention of youth in a certain field. Some songs currently allow teenagers and children to learn or express themselves. Not everything you see on television is negative. PBS Kids, Nick Jr., Disney Jr., and more networks for young children are available. These channels assist children in learning the alphabet, numbers, shapes, and counting as well as some social and emotional development. People may become interested in becoming detectives after seeing Sherlock Holmes, for example, so improving their minds and thinking processes. Women often idolize celebrities and imitate their dressing styles and way of life, which helps them feel more confident and positive about themselves. The presentation of women as powerful characters helps to increase their morale and makes them appreciate the value of women in society.

Pop culture has two sides like a coin and has resulted in certain negative consequences in society, such as the objectification of women portrayed as weak or sexual objects in different songs, particularly Bollywood songs. Indoctrination of problematic notions, there is a risk that young people will idolize people who have problematic approaches, which could hurt society. For example, jealousy, body shaming, and other forms of body shaming have increased in recent years as pop culture has become more popular.

Many teenagers and young people use social media in some form or another. On Facebook, Instagram, Twitter, and other well-known websites, social media is used by 59 per cent of "small children." A group of young children is being exposed to content that is inappropriate for them. Teenagers feel compelled to share things that they believe are fashionable, such as drug use, mature content, and so on. Young people frequently imitate renowned people, such as pop singers or movie actors. They pay close attention to how their idols live and try to copy all they do. They begin to dress in the same clothes as their idols, eat the same foods, go to the same places, and pursue the same interests. Of course, it's difficult to live up to celebrity expectations. On the other hand, teens can succeed when they are passionate about their favourite things. It's also extremely risky. It's wonderful when teenagers idolize a celebrity who practices healthy behaviours, is compassionate, educated, and promotes a healthy lifestyle and so on. Nonetheless, many celebrities do not set a good example for others to follow. Many of them abuse drugs and consume excessive amounts of alcohol. As a result, many young people emulated this dreadful lifestyle and ended up ruining their own lives. Similarly, teenagers lose interest in school and other activities that used to make them happy. Parents can assist their children in learning to

distinguish between fiction and reality. They can teach their children how to distinguish between right and bad by assisting them in deciphering the media's obvious hidden messages.

The propagation of violence is another crucial concern. Teens enjoy viewing violent movies and TV shows, as well as playing violent video games. Teens may become violent and cruel as a result of this popular content. Though there is no clear evidence that such cultural instruction will invariably transform teenagers into aggressors, it could be one of the factors that push them down this path. Teenagers are heavily influenced by pop culture. They have a proclivity for imitating current events and other people. The effect has an impact on how they think (psychologically), behave (behaviorally), and feel (emotionally). It assists them in defining themselves. They identify themselves and see through other people's eyes. Culture's image moulds their viewpoint and influences their personal choices.

Pop culture has a significant influence on younger generations. It manifests itself in a variety of ways and interacts with every aspect of our lives. Teens have a high likelihood of imitating the wrong model of behaviour. As a result, parents and society should be aware of this problem. Unfortunately, there are far too many examples of innocent youngsters becoming criminals as a result of poor cultural education at home. For example, many children have watched and experienced domestic abuse. They imitated their parents' actions and harmed their own families in the same way. Family cultural traditions should be considered. Ethical traditions have been passed down over the generations and have a significant impact on adolescent behaviour and moral code. Family traditions that encourage and mature teenagers are quite important. People should preserve their traditions. Children adopt a code that fully satisfies society's demands and moral norms.

Pop culture has flourished because the public in general wants it. It is a crucial factor to appreciate because it provides individuals with satisfaction. The type of satisfaction discussed here is ensuring that individuals can have what they desire, whether or not they need it. Because pop culture products are generally widely accessible, they are quite easy to obtain. As a result, pop culture reflects both change and stability. To put it another way, it informs us 'who we are right now, who we have been in the past', and where the two intersect to define 'who we may always be'. As a result, whatever is popular is a reflection of society.

Pop culture trends have a major influence on the growth and maturing of younger generations. They have a strong influence on pop culture, but it also has an impact on them on several levels. It affects their cognitive (thinking), emotional (feelings), and behavioural (performing) abilities (what they do). Pop culture is a strong tool that can have both positive and negative effects on society. Many young people tried to imitate

this miserable lifestyle and ended up wrecking their own lives. Parents should take care of their children and learn to distinguish between fiction and reality. However, we cannot dispute that pop culture has served as a unifying force by bringing the globe together and transforming it into one massive global community.

Conclusion:

Teenagers can be more creative and enhance their knowledge by engaging in pop culture, which allows them to explore and grow their identities. Pop culture has an impact on cultural attitudes about relevant genres, as well as on young people's lives and their ability to contribute to societal development. Despite the positive effects of popular culture on society, when it is not properly regulated, it can have negative consequences for youth, particularly through the mass media. With the support of parents and society, teenagers can develop enough self-control to live a healthy and balanced life while abiding by tradition, culture, and the righteous way.

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