

Chapter 1

Popular Culture



Learning objectives

In this chapter, you will:

- learn about what popular culture is
- find out the fads and trends in different times

1.1 What is popular culture?

Popular culture is all around us. It is what we like to wear (fashion), listen to (music), play (sport) and watch (film). Popular culture defines our life style and helps us communicate with each other.



Activity 1.1 Popular culture in our daily lives

Fill in the following blanks with the corresponding popular culture.

films horoscopes fashion and style comic strips
TV show music concert theme park video games pop music
The Olympics fast food restaurant mobile phones









Assessment

Exchange your advertisement with another classmate. Give each other feedback using the form below:

Criteria	Needs improvement	Average	Excellent
Content			
1. The logo is simple and reflects the product.			
2. The slogan shows the idea of the product.			
3. The product name is included.			
4. The image and / or text clearly shows what the product is.			
Presentation			
1. The layout is tidy and easy to read.			
2. The image and text are attractive.			
Overall comments			