

CHAPTER I

INTRODUCTION

1.1 Background of the Study

John Storey (1997) says that in the early of 19th century, "popular culture" was used to describe the upper class and the educated. It means that people who live in the upper class and educated people contribute to popular culture. Popular culture has connection with mass culture. "Popular culture has a social significant in modern era and has a relationship with mass media" (Strinati, 2009, p.23). Popular culture in modern era can be categorized based on how popular culture is identified by mass media.

The emergence of mass media can increase commercialism culture and entertainment. Both of them can create a problem that influence popular culture such as how people fulfill their daily needs so that they can get involved in their popular culture. In 1920s and 1930s, the growth of mass culture idea, can be seen as a one historical source from themes or perspectives which connect with popular culture. It is very important to understand more about mass media because mass media has close relationship with film. According to Devereux (2003, p.6), "mass media itself is divided into two major classes, they are old and new media". Old media refers to newspaper, magazine, radio, television, and film; while new media refers to internet, video on demand, digital television, and WAP-based technology. The mass media,