

The Mass Culture

Vocabulary:

leveling – уравнивание, нивелирование

gregariousness – стадный образ жизни

trivialized [trivia'laizd] – упрощенный

the destruction of cultural – разрушение культуры

homogenized, westernized, consumer culture – усредненная, прозападная, «потребительская» культура

to obliterate differences- стирать различия

cultural vulnerability- культурная уязвимость

depredations of globalization- разрушения(опустошение), которые влечет глобализация

to diminish the significance of... – уменьшать значимость

creating and proliferating – создавать и поддерживать

to offer resistance to- оказывать сопротивление

To shape our beliefs, values, decisions, attitudes, public opinion

To depend on information and communication

To rely on the media

To give a huge coverage of smth – освещение в СМИ

To gain popularity

To force/encourage/make/get smb to do smth (to have smb do smth)

To persuade smb to do smth

To be caught up in the emotions – погрузиться в эмоции

To be involved in smth – быть вовлеченным во что-то

To follow the trend

To lose the sense of reality and fiction – потерять грань между реальностью и выдумкой

To have a positive/negative effect (influence, impact) on smb

To promote/advocate smth – отстаивать, защищать, продвигать что-то

To force ideas on smb – навязывать кому-то свои идеи

To provide accurate/balanced/provoking information – точная, сбалансированная, провокационная инф-ция

To resist/withstand/shake/stand up to the influence – противостоять воздействию

Questions:

What meaning (good or bad) have these words?

The masses	Mass work	Mass media
Mass movement	Mass communication	Mass suggestion
Mass protest	Mass taste	Mass market
Mass meeting	Mass organization	Mass society

What does mass culture mean?

Consumerism is closely connected with mass culture, isn't it?

What is the impact of mass media on culture?

Is it possible to resist media influence?

What influence does the Internet have on culture?

What's the connection between Mass Media and Popular Culture?

Do you think that with the rise of publishing and broadcasting in the 19th and 20th centuries the scope of mass culture expanded dramatically?

Do you think that both folk and high art are at risk nowadays?

The main determinant of mass culture is the profit that producers can make in the potential mass market. Do you agree?

Sayings:

1 *"The bastard form of mass culture is humiliated repetition... always new books, new programs, new films, news items, but always the same meaning."* Roland Barthes

2 *"Television is the literature of the illiterate, the culture of the low-brow, the wealth of the poor, the privilege of the underprivileged, the exclusive club of the excluded masses"* Lee Loevinger

3 *"A serious problem in America is the gap between academe and the mass media, which is our culture. Professors of humanities, with all their leftist fantasies, have little direct knowledge of American life and no impact whatever on public policy."* Camille Paglia