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Popular Culture can be defined as a set of practices that have attained global success throughout the entire world, and can normally be characterised by these aspects; being associated with a wide range of commercial products, developing from local to national to global acceptance. All or seasonal access to consumers all over the world and it is constantly changing and evolving. The Popular Culture topic I have selected is the world's most famous board game; Monopoly.

Monopoly is not just associated with the 1934 original game board. Due to the popular demand it is now associated with a range of different editions. The different editions include; cities and country's from all over the world; space related games, sport version of the game board, college editions, speciality versions, and monopoly children games. But as well as being associated with over 50 different editions, with a range of personal commercial it is also associated with a range of personal products that include; Monopoly tins, Monopoly business card holder, monopoly computer games, monopoly card games, and a monopoly gift pack which includes a monopoly calculator and a monopoly answer booklet.

The wide range of different editions provides wide spread access to consumers all over the world. However monopoly wasn't always available in a wide range when monopoly was local interaction with the board game was limited because the creator Charles B Darrow of Germantown Pennsylvania only made 5,000 hand made sets, thus creating a demand for more.

How and when did the phenomenon start? Can hear you all saying? The monopoly hype began when Charles B Darrow sold the hand made sets to a department store in Philadelphia. The Philadelphia media described it as the game where you can enter into another completely different world. But Charles B Darrow couldn't keep up making the hand made sets, so monopoly took it's first step towards the national level and he went to see the executives at Parker Brothers. The Parker brothers love the game board so much they made millions of the game board. Since then within a year, thanks to the mass media coverage in America, cottoned onto the hype and the department stores described it as the best selling game in 1935. Since then thanks to the mass media and consumerism monopoly is now sold in over 80 countries and played by over 500 million people. Monopoly success will continue as there are monopoly

tournaments held every four years. Over 38 Countries

Compete in these tournaments.

But the main reason that my Popular Culture is classified as a popWar culture is because of its potential consumers.

The potential consumers of monopoly are between the age groups of around 5 to about 27 years of age. Although the consumers come from all over the world, the major consumer expectation comes from countries such as the UK and Canada.

Once mainstream success was achieved the control of monopoly was gone and the producers designed different versions for every interest and translated it into over 26 different languages allowing consumers of different ages and background to play.

The perceptions of my popular culture range because consumers play it for different reasons. The consumers started to play it during the depression because they were bored and had nothing to do to pass the time. Now consumers are competing against each other in tournaments to win money.

The way that monopoly is changing is inevitable and will continue to change as we progress towards the future.

it is changing through the concept of the development of the board. for example the 3D version and the collectors edition. Monopoly is changing due to the impact that society's technology has on the creation of game boards.

Because society's technology and interest patterns are always being update or changed the producers the parlor brother's have designed a game board for every need or want for example monopoly is now available on CD which allows consumers to play the monopoly ~~via~~ a playstation or computer.

As society's technology and leisure patterns changed, the individuals wanted games they could play by themselves so the monopoly producers designed an electronic hand held monopoly game allowing the individuals to play monopoly whilst on the go.

The way that monopoly is changing is inevitable because every time society's leisure or interest patterns change the producers will design a new edition of the monopoly game board. So the monopoly phenomenon continues.