

c) Continued globalisation will undoubtedly have a positive impact on the future consumption of teen films.

Globalisation refers to the growth of particular western values and culture spreading to a global level to which other cultures interact and take on these values.

The four main characteristics of popular culture are that it must be associated with commercial products (paraphernalia), it must move from a local to national to international level, it must be constantly changing and evolving and must be easily

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accessible to its consumers. Teen Film's embody every aspect of this and therefore will continue to grow and globalise.

Teen Films have already become a widespread film genre embraced by many cultures other than the western world. Increased globalisation allows for increased profit from this film genre and therefore future consumption will increase.

Commercial products attached to teen films guarantee that future consumption will continue and fuel the teen film industry. However, there are negative attitudes toward the teen film such as Alan Alda's quote stating they promote "removal of clothes, destruction of property and defiance of authority".

The films 'The Breakfast Club' (1985) and 'Ferris Bueller's Day off' (1986) are examples that globalisation will indeed promote future consumption as both films have ^{continued} rapidly growing popularity and are still regularly consumed and still have paraphernalia attached to them that are able to be consumed, even ~~at~~ years after their creation.

Continued globalisation will inevitably increase the future consumption of teen films.

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