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Popular Culture:

The media's role in the development of popular culture from local to national to global levels can be from a few different reasons by using their influences.

One for example is the media's coverage on the certain culture in question. This can promote a wide view and concept on what it is all about, such as religious ways and practices, the lifestyles of those in the culture, and also their cultural contributions towards the rest of the world for an interested audience to view and gain knowledge about.

Such knowledge gained from the media can help to give people a better understanding of what it is all about, and can often influence a greater effect upon the rest of the world which can lead to more people deciding to join the culture from everything they have learned, which then is able to lead a bigger growth on the number of people following it.