

Start here. In order for the media to help develop popular culture, there are four characteristics that need to be taken into account. These include association with commercial products; developing from a local to a national to a global level; allowing ~~and~~ consumers to widespread access; and constantly changing and evolving. ~~By using these~~ With the use of these four characteristics, the media will be able to encounter the development of popular culture. This is evidential through music, video, movies, etc.

Associating commercial products is needed in order to reach the local to ~~the~~ a national to a global level. This involves being able to use products in order to sell things. For example, a music group would sell products such as posters, CDs, have concerts and sign autographs in order to create fame and be successful.

The role of the media plays an important ~~part~~ part in order for popular culture to develop from a local to a ~~national~~ to a global level. Associating ~~in~~ with a local level will require ~~the media~~ not so much

the media, but the community to interact and be able to enforce the media to develop popular culture.

During the national level of developing a popular culture will require the media to support it and be able to provide commercial products in order for the popular culture to succeed. This may involve the media providing interviews, providing concerts for singers, be able to advertise the popular culture in order for it to spread, etc. The media plays an important role during the national level.

The global level is where the development of popular culture wants to be. The media gives continuous support in order for the popular culture to succeed. ~~Advertising~~

Advertising globally encourages people to buy this popular culture and reveal it to the world. Having a popular culture at a global level is not only beneficial to the individual, ~~and~~ popular culture is also beneficial to the media. ~~the~~ The need for each other provides both parties with what they want.

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When media has provided the popular culture with global recognition, it then allows consumers to provide widespread access. This also involves the media, such as the radio, enhancing and spreading the popular culture.

With the media constantly changing and evolving, the popular culture needs to ensure that it is kept stable and continues to satisfy individuals globally no matter what the change is. If this is not contained, the media may have the option of slowing the development of the popular culture down.

The role of media in the development of popular culture plays a significant part in order for to transition and spread globally. Without the resources of media, the spread of popular culture ~~was almost~~ ~~was almost~~ ~~was almost~~ could almost be seen as impossible.

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