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Without the media how would ~~many~~ popular culture get the kick start it needs to diffuse throughout society? I think the media can make or break elements of popular culture, especially moving from a national to a global level. Sometimes its the slightest bit of bad press that can cause the institutions supporting that popular culture to ~~to~~ turn their backs, letting the popular culture fall to pieces.

This was nearly the case with the globally ~~reg~~ recognised Sesame Street. Created in the 1960s, Sesame Street was the first children's show of its kind and the press were swarming. Much was unknown of the outcome of this show and I don't think anyone could of predicted its achievements today.

When the American show first

went national, the media aided its diffusion. Television and ~~newspaper~~ newspaper advertisements drew the attention it needed in support from parents. This is ~~so~~ because ~~the parents~~ it is a preschooler's show ~~that~~ and you need to get the parents on side before you get the kids.

The delighted parents and children saw the show ~~starts~~ bound to know rights - being launched globally, though not the entire world was happy.

Many parents in Australia were horrified to hear their children pronounce letters and words with an American accent. The media swooped and with professional telling them to turn it off, many responded. Here the ~~negat~~ media had a negative effect on ~~telling~~ ~~that~~ helping this popular culture go global.

Much has changed on our favourite street

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Since those days, Sesame Street has now created over 27 versions, different for different countries. Without the role of the media promoting the popular culture, Sesame Street wouldn't of been able to go global.

The media and I praise Sesame Street for creating a show that reflects the morals and values featured in each different country. These are reflected through the creation of different characters.

Though Sesame Street sort backlash from Indian parents when a young ~~character~~ female character with ~~A~~ HIV/AIDS was ~~introduced~~ introduced on their show. Many of upper class parents were ~~horrified~~ ~~horrified~~

horrified and the media confronted the creators. Their response was simple; Sesame Street isn't just for the children of higher classes, it's for every child. Many children of the lower classes

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Know someone ~~that~~ HIV positive and Sesame Street wanted to create a character to show them how to cope and make them understood.

The media also ~~helps~~ helps in the development of associated paraphernalia with the popular culture. Marketing and advertising would be impossible without the media. Through the development of globally ~~too~~ recognised items the popular culture is evenly recognised ~~and~~ anywhere in the world.

An example is the "Tickle me ELMO" toy introduced by Sesame Street about 10 years ago. The toy was battery powered and modelled of a character off the show, Elmo. Elmo is a red, four year old, malle monster. He is very creative and has a pet fish, Dorothy. The toy ~~to~~ has children "tickle" ~~the~~ elmo and he responds with laughter.

The media has also aided the development of their international stage shows. Recently, the children of America got to meet Sesame's newest character, Abby Cadabby. She represents a 3 year old fairy ~~as~~ in training. Pre-school children female children are said to be able to relate to a fairy.

The media also assisted with the program website to gain interest. The creation of the website was not only aimed at children but at their parents too. It provided a ~~detailed~~ ~~the~~ history of Sesame Street so anyone can see the development of it ~~towards~~ to a global level.

The media can institute a positive or negative on the development of a popular ~~the~~ culture. It can assist or harm its development from a local to a national to a global level.

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