Defining popular culture

Popular culture is cultural activity that gains widespread acceptance within a society over a period of time rather than for a brief historical moment. It can be distinguished by the following characteristics:

1. Consumers have easy and widespread access to it.
2. It moves through a cycle of local, national and global acceptance.
3. It produces commercial products that consumers use to establish links with it.
4. It changes and evolves across time. This is important because it allows us to differentiate between a short lived fad such as Davy Crockett hats and hula hoops, which appeared in the 1950s, and a popular culture such as rock 'n' roll which appeared at the same time, but has continued to evolve.

Research

1. 'CrazyFads.com' [http://www.crazyfads.com/] is a website that identifies a wide range of fads from the last 100 years.
   - Create a visual representation of a fad that you choose to research from 'CrazyFads.com'.
   - Include the times it was popular and why you think it lost popularity.

2. Collect images of activities that have become recognised as an aspect of popular culture rather than fads.
   - Identify the popular culture and explain how it meets each of the four criteria above.
   - Assess how popular and significant these activities are in Australia today.