

Phenomenon of mass culture: Problems and controversies

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Abstract

© 2015, Mediterranean Center of Social and Educational Research. All rights reserved. The authors' subject of investigation is mass culture as a phenomenon. Material achievement is one of the reasons for the dominance of popular culture, because the quality of its products is measured by commercial interest. That's why the philosophy of mass culture is a philosophy of material success. The authors determine other characteristic features of mass culture and differentiate mass culture of industrial society and mass culture of postindustrial society. They highlight all dangers that exist in the development of mass culture and underline the importance of ethnic cultures' keeping. Modern popular culture in its global modern form is a system of values, lifestyle, style and way of thinking of the American cultural model. Each ethnonational identity has its own mentality, values, traditions, customs, in contrast to mass culture, elusive, and based on technological progress, and on the desire to please an audience. We should keep ethnic cultures. The authors note that the solution of this problem depends on the content of future generations, generations of civilization of the third wave.

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Keywords

Clip-culture, Communication, Industrial society, Mass culture, Mass media