

# COM 597

# Hanson Hosein

Week 2

Rise of the Amateur: The Return of Folk Culture

# Folk Culture vs. Mass Media

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  - 20th c: radio, television.

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  - consequences for content producers?

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- Titanic “all passengers safe” -- WWI licensing -- advertising corporations/state control -- national culture.

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  - courting fan allegiance - a stake, creative contributions

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- self-introduction (project).

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