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understanding popular culture involves understanding the ways in which it acts as a galvanizing force. it is concerned with examining the ways in which popular culture brings us together (its social function)

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Mix It Up deftly unscrambles the diverse and fast changing world of mass media-made popular culture and its place in American society. Richard A. Peterson David Grazian's book is a godsend for sociologists entrusted with teaching popular culture classes.

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