

# **The Relationship Between Popular Culture And Popular Fiction**

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## **ABSTRACT**

*This paper focuses on popular fiction and popular culture. It deals with the relationship between popular fiction and popular culture, how popular culture and popular fiction are related each is the reasons that make them popular. The paper also mentions the various areas where the culture has become popular, it also talks about the economy's recent trends in popular fiction and how society plays an important role in these. Various views are discussed here and finally concluded by mentioning how popular fiction and popular culture are interconnected with each other.*

**KEYWORDS:** *Popular culture, popular fiction, interconnection, economy, society, relation, popular, feminist perspective*

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## **I. INTRODUCTION TO POPULAR FICTION**

Popular fiction is written with the objective of worldwide popularity. Every writer of popular fiction desires to acquire a strong position as a writer. It does not imply that all the writers of popular fiction are creative many of them become less creative than the writers of literary fiction. Every popular fiction writers write with the notion of being prolific. On the contrary literary fiction does not follow such logic and rules. The writer of literary fiction may also achieve worldwide popularity. Popular fiction is a very important area of literature and literary studies. According to many critics, popular fiction is a different kind of culture. Popular fiction is part of literature.

## **II. INTRODUCTION TO POPULAR CULTURE**

Popular culture is a unique style, ideas, perspectives, and attitude that is completely different to the mainstream culture that is preferred and accepted by society in large numbers. For this aspect as part of human civilization, popular culture has actually turned on by different cultures, as indicated by something extremely important, everything that happens around us every day, such as style, fashion movies, music, food, and many more. The transient of popular culture in the community occurred as a result and it has several consequences in the pattern of life of modern human civilization that builds on pleasure, but not substantially which in essence is an effort to deviate people from job pressure all day. The condition seems that it is capable of changing the proportion of the value of traditional culture by changing the social order. Nonetheless, the existence of popular culture is often regarded as inescapable. Popular fiction has a great impact on popular culture which will be visible shortly. From beginning to end a variety of books, magazines, children, adolescents and adults, product catalogs, television shows, movies, and the internet, clothing became the object of a growing and spinning endlessly. Popular culture has become a phenomenon in the field of fashion going on any time frame or part of human history.

## **III. THE CONNECTION BETWEEN POPULAR FICTION AND POPULAR CULTURE**

Culture is a foundation for conventions, as well as the background based on which the mutual understanding between a writer and his audiences. On the other hand, the formula also has an impact on culture since it may become a conventional way of representing and relating certain images and symbols. "Flemming's James Bond, Doyle's Sherlock Homes, or very recently Rowling's Harry Potter could be taken as examples illustrating influences of fictional characters on culture. For example, Gelder (2004) observes the phenomenon of Harry Potter and ascertains that Harry Potter has spread far beyond the novels themselves." Here popular culture plays a great role and we can see it from the demand. Discovering such the powerful influence of this phenomenon, Gelder concludes that "The Harry Potter phenomenon has indeed rebranded, and re-globalized. Britain, presenting to the world a country confident in its past but trying harder than usual to work out the possibilities for the future." So it is understandable when a system or pattern is widely accepted it has special

appeal and becomes significant to society. The entire method through which a pattern or system develops and becomes an outline of culture could be named “cultural evolution”.

Famous books are part of a culture that is popular, those trendy concepts of popular culture are reflected in that fiction, the character is portrayed accordingly which falls under the category of popular culture, and the stories are derived from society. The common likes, the common problem the lifestyle changes, and exchanges of culture are also reflected in popular fiction. Popular fiction and popular culture are part and parcel of each other. Every story of fiction narrates about popular culture which is accepted by society at a great rate.

#### **IV. FEMINISM AS A PART OF POPULAR CULTURE**

In recent studies, feminist writers have huge contributions because this is a part of popular culture. It gained a lot of importance and economically also a great contribution over some time. The position of feminist theory and popular culture has an inevitable impact on the consumption of popular culture. Popular culture has a great tendency to highlight negligence so that society gets a clear image of it. The huge recognition comes from the popular culture that is Disney. Female writings got loads of recognition there were different styles of dealing with society, those protests affected society very differently and women were inspired as a part of popular culture. It gained loads of recognition, and media coverage, and female society accepted it in a new way and gave great importance. Women’s writing was considered powerful and they played a great role in society and gained a huge position and were regarded as popular culture.

#### **V. VIEWS ON POPULAR FICTION AND CULTURE**

Popular culture is always changing and appear uniquely in different places and times. Popular culture and current forming a frame and represents mutual interdependent complex perspectives and values that affect the community and its institutions in various ways. Based on some the characteristics of the popular culture, it can be a few thoughts on the causes of

the rise of popular culture in contemporary urban societies. Due to demands the industry towards designers to produce work that much in a short time as efforts to meet production targets to earn profit accumulation cycle faster. In response to the mass culture phenomenon that sporadically tried to juggle or imitate something that is popular so that manufacturers and media competing for profit maximization and large amount of books are printed. The most important and interesting part is due to change in popular culture many writers are emerging may be they are not giving healthy content but are accepted by the society, they are largely accepted by the society. They have large contribution in popular fiction genre. The young generations are very much inclines towards there write but at the same time they are popular and also criticized by the critics. They get lot of recognition not because of their work but on the flow of popular culture.

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#### **VII. CONCLUSION**

The changes in popular culture in society occurs as a result and a consequence of lifestyle modern human civilization is built upon the real pleasure is not substantial and deep and tries human being to get rid of from the boredom of work throughout the day. For this reason, is responsible for the destruction of the traditional cultural values and are indicated by the changing social fabric of society such as the loss of basic manners that are not considered to be important but it is extremely essential and need to be applied in the pattern of daily routine, mindset and carelessness, and moral values encountered many times and making the parameters of the world and material as a priority as well as a set of other negative value that flows spontaneously among the people. However, the continuation of popular culture is often denoted as a pure and enthusiastic. This is just because of the public demand. Popular culture is often overlooked in many cases.

Patterns of the social and cultural life of everyday people lately shown some very strong authority on the patterns of global society and global culture. Popular culture focuses on all aspects of life such as education. The culture of the people and the dominant ideology manifests itself most efficiently.

The field of popular fiction is a very prominent part of popular culture. Popular culture is widespread and ever pervading popular fiction is also vast. There is no such clear boundary that exists between the culture and popular culture it is also very difficult to define and assess popular fiction due to its all-pervading nature.

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