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Turnitin III.B.1.c (1) Applying Transnationality of American Popular ...

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2.7.3 APPLYING TRANSNATIONALITY OF AMERICAN POPULAR CULTURE (T.A.P.C.) FOR MAGAZINE ADVERTISEMENT RESEARCH

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Easy access, likewise, easy intrusion of digital media on the web has influenced the crisscrossing phenomena of cultures. With its speed of reaching great distances, people all over the world are bombarded with popular cultures from renowned countries within a click of a personal computer's mouse. In this condition, it becomes difficult to judge where the original culture of the popular culture is from. In the field of American Studies, researching the aforementioned phenomena becomes the focus of a study, which is known as Transnational American Popular Culture (TAPC). Formerly, American Studies research involves data and researchers who reside in the United States. However, in its development, the transnational characteristic of American Studies allow researchers living in different countries, who have interest in making use of American popular culture products as the main data of the research are embraced as TAPC scholars. This paper wants to share the result of a dissertation research, which relies on the cross bordering or transnational characteristic as a method in analyzing and interpreting a selection of various countries magazine advertisements. One of the findings of the research is, not only do American franchised magazines take on TAPC products, but some local cultures have somewhat influenced the decision of the products chosen as magazine advertisements.



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