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Título: A History Of Popular Culture: More Of Everything, Faster And Brighter

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A History of Popular Culture explores the rapid diffusion and 'hybridization' of popular culture as the result of three conditions of the world since the end of World War Two: instantaneous communications, widespread consumption in a market-based economy and the visualization of reality. Betts considers the dominance of American entertainment media and habits of consumption, assessing adaptation and negative reactions to this influence