

A Proposal for Analyzing the Spread of a Specific Genre of Music, Film, or Television Series and its Cultural Impact Across Different Countries: Case of USA

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Abstract

I selected International Media Cultural Work for my master's application to delve into the relationships between media practices and cultural identities worldwide. This research is important for understanding how media impacts cultural exchanges, power dynamics, and globalization. I aim to contribute to discussions on how media shapes societal values and bridges cultural gaps. This aligns with my academic and career goals in media studies and cultural analysis, providing a strong foundation for my future endeavors.

Introduction

This is a proposal for research to evaluate the rate of specific types of music, films, and television series on the culture of different countries.

Background

Music, television, films, and its genre are not different, organising the individuals and art within the structure of symbolic categorisation. The USA, is a nation within North America, that is the most leading economy of the world, with military power. Likewise, its cultural effect extends all over the globe, led in the biggest part by its popular culture, expressed in art, films, music, and television. For example, different series and movies in the USA frequently feature, musician, show conservative values of Indian society.

Aim, objectives and questions

The aim of the research will be to evaluate the effect of music, films, and television on the culture of the USA. Whereas, the objectives of the research will be:

- To evaluate the effect of television series on the food and fashion culture of the USA population.
- To analyse the role of music, television, and movies on global conversion of the USA.
- To identify the impact of cultural influence on entrepreneurship and agility of the USA.
- To suggest strategies for increasing exchange of cultural values through television and movies.

Whereas the research questions to be followed, are:

1. What is the connection between television and Culture?

2. How cultural influences through music, film, and television affect diversity, and inclusion in the US economy?
3. How does music affect the fashion, social values, contemporary trends, and politics of the US?

Methods

In order to implement the study, and find answers to the research questions and satisfy the research objectives, the scholar will implement *secondary qualitative research*. Here, the data will be collected from different sources like *Google scholar*., from the timeframe of *2020 to 2024*. The data collection will only consider the USA. whereas, *thematic analysis* will be used for data analysis.

Contribution of findings

The findings of this research will help in highlighting the way, music, movies, and television leads cultural exchange among different nations and how it affects the travel intentions and experiences of the visitors of the nation.