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There are three levels in establishing a popular culture they are locally, Nationally and Globally. A excellent example of this is the establishment of Coco Cola.

Coco Cola was invented by a man in the USA in the late 1800s as a remedie of the common headache people within the town in which it was marketed did not accept the idea as marketed until another man brought the recipe and the name off the inventor and marketed Coco Cola as a refreshing beverage this is when it reached it level of becoming a local - popular culture

= Accidentally Missed =

But as time proceeded the demand grew greater until the whole nation was in demand of Coco Cola. This is was ~~coco~~ Coco Cola becoming national icon. Coco Cola's marketing team managed to give Coco Cola many facades especially during the 1960's when many world changing events ~~were~~ were happening. The Coco Cola managed to give Coco Cola to the men an on the front lines of the Vietnam War. Through this Coco Cola had the stigma of salvation ~~at~~ attached to it also. Through the technological advances of television Coco Cola place and advertisements with many people of

different cultures and belief systems standing upon a hill holding hands singing the unifying song "I would like to teach the world to sing" marketing Coe Cola the allowed Coe Cola to adopt the ~~the~~ idea of being able to unite the nation even though there was political and social unrest due to the black civil rights movement. After all the clever marketing techniques used Coe Cola ~~to~~ reached the level of globalisation and Coe Cola is now considered a popular culture. Throughout the world there is not a corner of the globe which is ^{not} unaware of Coe Cola.

or whom has never tried it.