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Question 12 - Popular Culture.

a) The Simpsons was created and largely publicised by a male living in USA, his name was ^{Grenon? - completely forgot!!!} Matthew and he began drawing mini comics developing his characters one by one. He began putting minor films together which he was sharing locally to the community, friends etc. The Simpsons began in his micro world then not long after got recognised by Fox Studios, where they were keen to sign him up for his designs and make him a millionaire if he would allow them to use his how on their program channel of course. The Simpsons then grew globally out into the macro world where it grew into a large popular culture commonly known by many.

b) The characters involved in the popular culture, Bart, Homer, Maggie, Lisa and Marge Simpson have all played a part during their role which has appealed to a particular age group, interest. (Homer) Bart is a young, naughty teenager that tends to get into trouble. He has appealed to the 'young male' generation where they find Bart funny and they feel they connect with him for whatever reason. Each character has a job to appeal to a gender/ or age group to target consumers to connect and increase sales. We know that this is true through how globally known the Simpsons are, and how many products are on the market for purchase. Fox Studios and the creator of The Simpsons use heroes, and well known stars or products to work

with them to increase the amount of consumers. Business, such as
Coke or Cola, used Homer ~~to~~ on their advertising commercial to
take a can of Coca Cola out of the vending machine and drink it.
Because Homer Simpson is commonly known at a global level, this
would increase the sales of Coca Cola and also remind people
to watch The Simpsons to view more of Homer Simpson.

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