



*Reflections on Ecocriticism  
and Cultural Studies*

Editors

**Prof. Dr. Nurten Birlik | Dr. Suresh Frederick  
Dr. Abdul Mohammed Ali Jinnah | Dr.K.Kaviarasu**

# **REFLECTIONS ON ECOCRITICISM AND CULTURAL STUDIES**

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## 'NATURAL' AS POPULAR: -AN ANALYSIS OF THE POPULAR TASTE IN CONTEMPORARY CONSUMERIST CULTURE

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### Abstract

Cultural studies as an academic discipline today deals largely with aspects of human life which are well-liked, widely accepted and popular. So the term cultural studies has become synonymous with studies of popular culture. Cultural expressions like movies, music, fashion and clothes, sports, advertisements, mass media and food practices are the prominent objects of analysis within the framework of popular culture theories. A look into the consumer culture (which is also a subculture within the popular culture framework) around the globe reveals that there is an increasing fascination towards embracing the natural' or 'organic' in the products people buy. This trend is perceivable all across the globe. Human beings in their evolutionary process have journeyed from being natural to cultural. It is through the practice of discarding raw food and eating cooked food that humans have been initiated into the cultural realm yet now they show this urgency to return to being 'natural'. This idea of 'natural' has become a determinedly fundamental aspect of today's consumerist culture. Therefore this paper is an attempt to study this popular facet of the contemporary culture based on the concept of 'natural'. The objective of the study is to unravel the politics involved in these new cultural practices on the basis of the theories of popular culture.

**Key words:** culture-popular, mass, natural, cultural, culture industry, mass deception

### Introduction

Popular culture and studies related to it thrives on the different possibilities of the two terms popular and culture. The word popular means liked or enjoyed by many people or something which is held in vogue by a large group of people. Culture on the other hand is a term which eludes the possibility of a clear definition. The word could be understood only through the use of multiple definitions.