

## THE EFFECTS OF POPULAR CULTURE AMONG HIGH SCHOOL STUDENTS

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### Abstract

This study aims not to determine the trends among high school students regardless of their school culture but to observe how those tendencies appear in specific contexts. Verbal data driven from interviews with high school students, 10 male 10 female, were used in the study. Considering the various phases of this qualitative study which can be categorized as a case study, it was aimed to follow an outline like sorting out the sub-headings of the problem, determining the sample to analyze, studying the case, defining the participants, collecting the data and associating them with the research problem, taking the conclusions from the data and preparing the reports of the study. Qualitative coding technique was used in analyzing and interpreting the data driven from the interviews. Findings of the study revealed that the trends, independent of the school culture, like the innovations at music, TV or internet use would be the core reasons of the recent popular tendencies among high school students. The study also revealed that contrary to what people mainly believe, participants who are all teenagers were observed to be highly concerned in social matters and news and could also be classified as agenda-aware individuals.

**Key Words:** Popular culture, interaction type, linguistic inferences.