

# Chapter 10

## The Reflection of Popular Culture on Calendar Photos

**Zaliha İnci Karabacak**

*TOBB University of Economics and Technology, Turkey*

### ABSTRACT

*In the consumer society, brands communicate with consumers by subjects and practices of popular culture. Photography is used as an effective medium in this process. This study that was made within the framework of consumer society and global brands aimed to analyze Lavazza calendar photos that were published between 1993-2012 in the context of popular culture. These photos were analyzed by taking into consideration non-verbal communication means (appearance, manner, activity, props, and settings) enumerated by Dyer. The findings show that non-verbal means of communication have changed in terms of popular culture according to the years in Lavazza's calendar photographs.*

### INTRODUCTION

Today's scientific, social, political, economic and technological developments affect societies on a global scale through developing communication technologies. Shaping the production and consumption processes, these global developments are of great importance for the stakeholders. Especially, global brands' involvement in consumer needs and expectations have been gaining more importance in challenging conditions of competition. In this process, it is noteworthy that popular cultural elements are used by brands as part of their marketing activities due to their strong impact on visual communication. Aiming to be different from their competitors and become the preference of the individuals of the consumer society, the brands take advantage of the opportunities provided by visual communication, photography and popular culture in consumption.

Through their own calendars offering their own products, the brands contribute to the consumption, which can also be an act of visual consumption of commodities in advanced consumer society (Willis, 1993). Although it is not a new practice for global brands to prepare their own calendars, it is still current and in demand. These calendars, for which the consumers wait excitedly each year, make the brand visible in consumers' mind thanks to the power of visual communication. The global coffee brand,

DOI: 10.4018/978-1-5225-8491-9.ch010

## ***The Reflection of Popular Culture on Calendar Photos***

Lavazza has been meeting the calendars with the consumers through an elaborate preparation process since 1993. The world-famous photographers and impressive photographic frames have a significant role in keeping Lavazza's calendars contemporary. In this study, following the theoretical background of popular culture, consumer society and photography concepts; the analyses - which were made by benefiting from non-verbal communication means such as appearance, manner, activity, props and settings (Dyer, 1982: 96-106) - of the calendars of Lavazza between the years of 1993-2012 are evaluated in terms of popular culture.

## **BACKGROUND**

### **Popular Culture**

It is seen that the concept of popular culture, which is expressed in different approaches, has been discussed in relation to various concepts in different disciplines. In the study, a theoretical framework is set in this section on the concept of popular culture, which is evaluated in the context of photography and consumer society with reference to a global coffee brand.

It is stated that popular culture is produced by the public at the concurrence of the daily life products and culture industries (Fiske, 1999: 38). In folk culture, it is stated that the product is not completely alienated from the consumer and the producer, and that the producer and consumer are potentially identical (Ress, 1999: 364). It is also stated that popular culture is different from folk culture although it has common features with folk culture. Folk culture is the product of a stable traditional social order, and popular culture is the product of advanced industrialized society. Popular culture is described as a culture which is - contrary to the folk culture - shortlived and constantly reproduced (Fiske, 1999: 207-208). This description is reminiscent of the repeating everyday practices of the individuals of the consumption society, which has fast-changing tastes and is in pursuit of momentary pleasures.

In evaluating the popular culture with its ideological dimension, the social side of the hegemon / dependent relation is being addressed. It is stated that - unless there is a significant economic contraction - the hegemonic ideology is not limited to the state and other seemingly "official" institutions today, and is a guide for people in many fields, from long-term behavioral arrangements to reaching all kinds of social relations and deferred satisfaction in the daily life of the hegemon individual/dependent individual relations. Within the framework of relations, it is stated that hegemonic ideology is suitable to maintain its existence and to be reproduced through various adaptations. Today, it is stated that the fact that the hegemonic relation is produced by the focal points of civil society instead of oppressive methods makes it difficult to understand that the relation is the hegemon individual/dependent individual relation, and makes these parties see each other equal. It is stated that the fact that the dependent party does not consider these relations as permanent and self-producing relations depending on the social structure, and that it considers them to be momentary relations that meet their important requirements, eases the adoption of the instrumentalization of social relations and even the validation of the existing one. It is emphasized that alienation phenomenon is difficult to comprehend and social relations are perceived as inter-commodity relations in accordance with the description of hegemonic ideology. It is stated that all of these lead the individual to think that they can instrumentalise any relations they have firstly for their own interests. However, it is stated that it is possible for the individual to have a feeling

10 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage:  
[www.igi-global.com/chapter/the-reflection-of-popular-culture-on-calendar-photos/227471](http://www.igi-global.com/chapter/the-reflection-of-popular-culture-on-calendar-photos/227471)

## Related Content

---

### Behavioral Impacts Associated With Students With Disabilities in Australian Schools: The Need for a Deeper Understanding of Inclusivity and Their Learning Journey

Anthony Charles Tencati (2022). *Research Anthology on Physical and Intellectual Disabilities in an Inclusive Society* (pp. 1268-1294).

[www.irma-international.org/chapter/behavioral-impacts-associated-with-students-with-disabilities-in-australian-schools/289119](http://www.irma-international.org/chapter/behavioral-impacts-associated-with-students-with-disabilities-in-australian-schools/289119)

### Sustainable Livelihood of Refugees in Turkey: Does Entrepreneurship Make a Difference?

Dawoud Almohammad, Omar Durrah, Cemil Inanand Danya Raouf Bek (2025). *Unveiling the Potential of Diaspora Businesses: Global Insights* (pp. 59-90).

[www.irma-international.org/chapter/sustainable-livelihood-of-refugees-in-turkey/373163](http://www.irma-international.org/chapter/sustainable-livelihood-of-refugees-in-turkey/373163)

### Public Participation Distribution and Marketing: An Inseparable Duality

Patrick Weber, Sascha Alexander Wagnerand Rüdiger Kabst (2016). *International Journal of Civic Engagement and Social Change* (pp. 1-13).

[www.irma-international.org/article/public-participation-distribution-and-marketing/179903](http://www.irma-international.org/article/public-participation-distribution-and-marketing/179903)

### Exploring Fresh Insights in Psychological Contract Research: Unveiling Perspectives From the Global South

Kudrat Khuda (2023). *International Journal of Public Sociology and Sociotherapy* (pp. 1-16).

[www.irma-international.org/article/exploring-fresh-insights-in-psychological-contract-research/335896](http://www.irma-international.org/article/exploring-fresh-insights-in-psychological-contract-research/335896)

### Restorative Peacebuilding in Liberia: Traditional Practices of Mourning and Reconciliation

Cynthia Travisand William Saa (2021). *Natural Healing as Conflict Resolution* (pp. 100-125).

[www.irma-international.org/chapter/restorative-peacebuilding-in-liberia/265305](http://www.irma-international.org/chapter/restorative-peacebuilding-in-liberia/265305)