

## **From Elvis to Warhol – Popular Culture in the Twentieth Century America**

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From music to poetry, art to design, comics to movies, even social movements, nearly anything could somehow be grouped under the term *popular culture*. But then, what is popular culture? One longtime prejudice that has been stated is that popular culture is somehow the opposite of high art or high culture. It has been recognized as being trivial in comparison to other forms of art or society. This point of view has been changing rapidly in the past years. The importance of the constituents of popular culture is being recognized by academic discourse as well as by art history. This lecture is trying to provide an insight into this newfound interest in popular culture. For this purpose certain selected examples will be introduced, like the Rock n Roll Movement, pop art, blockbuster cinema etc.