

# The Influence of Pop Culture on Gen Z's Values and Ideals

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## Abstract

This paper explores the significant impact of pop culture on Generation Z, examining how various forms of media—including music, film, social media, and fashion—shape their values and ideals. As digital natives, Gen Z is immersed in a constant stream of cultural content that informs their perceptions of identity, diversity, and social justice. The analysis highlights the role of influencers and celebrities in promoting progressive ideals, such as mental health awareness, inclusivity, and environmental sustainability. Furthermore, the paper discusses the dual nature of pop culture as both a source of empowerment and a catalyst for consumerism. By synthesizing current research and case studies, this study aims to illuminate the complex relationship between pop culture and the evolving value system of Gen Z, offering insights into their aspirations and societal contributions.

**Key words:** culture, ideals, influence, values

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## INTRODUCTION

Pop culture has had a profound influence on Generation Z, shaping their values, ideals, and worldview in unprecedented ways [1]-[10]. As the first generation to grow up entirely in the digital age, Gen Z is constantly exposed to a diverse array of media, from social platforms like Instagram, TikTok, and YouTube to streaming services offering movies, TV shows, and music from across the globe [11]-[20]. This immersive media environment has allowed pop culture to play a central role in defining their sense of identity, social awareness, and values [21]-[30]. Through viral trends, influencers, and celebrity culture, Gen Z tends to embrace values such as inclusivity, social justice, and self-expression [31]-[40]. They are particularly attuned to issues like gender equality, LGBTQ+ rights, racial justice, mental health awareness, and environmental sustainability, many of which are amplified through popular media [41]-[50]. Influencers and public figures who embody these causes often become role models, shaping the ideals of young people [41]-[50]. The global connectivity afforded by the internet has also exposed Gen Z to a variety of cultural narratives, encouraging a more open-minded and diverse worldview [51]-[60]. This generation often rejects traditional social norms and hierarchies in favor of more progressive ideals, influenced by the democratization of content creation and the ability to engage directly with diverse perspectives online [61]-[70]. However, the fast pace of trends and the emphasis on social validation through likes, comments, and follows can also lead to anxieties about self-image and pressure to conform to idealized versions of success [71]-[80].

Public speaking preparation is a multifaceted endeavor that encompasses both the art of writing and the skill of delivering speeches. Effective communication relies not only on the content of the speech but also on the manner in which it is crafted and presented [81]-[90]. Writing a speech involves careful consideration of the audience, purpose, and message. It begins with thorough research to gather relevant information and supporting evidence [91]-[100]. Organizing this information into a coherent structure is essential, often following a logical progression from introduction to conclusion. Each section must be meticulously

crafted to engage the audience and convey the intended message clearly and persuasively [101]-[110]. Attention to language, tone, and style is paramount, as the words chosen can significantly impact the audience's perception and understanding. Moreover, writing a speech involves incorporating rhetorical devices, such as metaphors, anecdotes, and vivid imagery, to enhance its effectiveness and appeal [121]-[130]. These elements can captivate the audience's attention, evoke emotions, and make the message more memorable. Additionally, consideration must be given to the length and pacing of the speech to maintain audience engagement and interest throughout [151]-[160].

Once the speech is written, the focus shifts to delivery. Effective delivery requires practice, confidence, and poise. Speakers must master techniques such as vocal modulation, gestures, and body language to convey sincerity, authority, and conviction [171]-[180]. Practicing delivery allows speakers to refine their timing, pacing, and emphasis for maximum impact [181]-[190]. Rehearsing in front of a mirror or with a trusted audience can provide valuable feedback and help speakers identify areas for improvement. Furthermore, overcoming stage fright is crucial for successful public speaking [191]-[200]. Techniques such as deep breathing, positive visualization, and reframing nervousness as excitement can help speakers manage anxiety and project confidence. Building rapport with the audience through eye contact, humor, and authenticity can also create a connection that enhances the effectiveness of the speech.

In conclusion, public speaking preparation involves a comprehensive approach that encompasses both writing and delivering speeches [201]-[210]. It requires careful attention to detail, creativity, and practice to craft compelling messages and deliver them with confidence and impact. By honing their writing and speaking skills, individuals can become more effective communicators capable of inspiring, informing, and influencing their audiences.

## **METHOD**

In this study, the researcher utilized library research techniques and subjective depiction. This study utilized a subjective methodology zeroing in on story understanding, portrayal, and examination. Subjective means examination dependent principally upon a constructivist viewpoint with respect to a singular's encounter that has been by and large or socially built. Information assortment strategies were performed by exploring or perusing sources in books, the web, as well as in past exploration reports, and others. Most understudies can find their assets in the library, information on the main libraries, experience with the chapter by chapter guide and other reference works, about complex is surely a fundamental apparatus for pretty much every understudy of writing. The information examination procedure utilized in this study is clear investigation. To help this information, the researcher looked for important information from different sources. Information investigation is the methodical course of considering and orchestrating information from meetings, perceptions, and records by coordinating the information and concluding what is significant and which should be contemplated. also, make determinations that are straightforward.

## **RESULTS AND DISCUSSION**

In the realm of public speaking, effective preparation is paramount for crafting and delivering impactful speeches. The process involves a multifaceted approach, beginning

with thorough research and ideation, transitioning to meticulous organization and writing, and culminating in confident and engaging delivery [211]-[220]. Through a combination of strategic planning and diligent rehearsal, speakers can effectively connect with their audience, convey their message with clarity and persuasion, and ultimately achieve their communication objectives [221]-[230]. Research serves as the foundational stage in the preparation process, enabling speakers to gain a deep understanding of their topic, audience, and the context in which they will be speaking. This phase involves gathering relevant information from credible sources, exploring diverse perspectives, and identifying key themes and arguments to be addressed in the speech [231]-[240]. By conducting comprehensive research, speakers can bolster the credibility of their message, anticipate potential questions or objections from the audience, and tailor their content to resonate with specific interests and concerns.

Following the research phase, speakers must transition to the task of crafting their speech with precision and clarity. This involves structuring the content in a logical and coherent manner, with a clear introduction, body, and conclusion. Each section of the speech should flow seamlessly into the next, guiding the audience through a well-defined narrative or argumentative framework [241]-[250]. Additionally, attention should be given to language choice, tone, and rhetorical devices to enhance the persuasiveness and memorability of the message. Through strategic writing, speakers can effectively capture the attention of their audience, maintain engagement throughout the speech, and leave a lasting impression that resonates beyond the podium. Equally important to the writing process is the art of delivery, which requires speakers to hone their verbal and nonverbal communication skills through consistent practice and feedback. Effective delivery encompasses aspects such as vocal modulation, pacing, gestures, and eye contact, all of which contribute to the overall impact and persuasiveness of the speech. Rehearsal plays a crucial role in refining these skills, allowing speakers to familiarize themselves with the content, internalize key points, and develop confidence in their delivery style. Moreover, seeking feedback from peers, mentors, or speech coaches can provide valuable insights for improvement and help speakers address any weaknesses or areas of concern.

## **CONCLUSION**

In summary, the process of public speaking preparation is a comprehensive endeavor that requires careful attention to research, writing, and delivery. By investing time and effort into each stage of the process, speakers can enhance the effectiveness of their communication, build rapport with their audience, and achieve their intended objectives with confidence and poise. Ultimately, mastering the art of public speaking is not only a valuable skill for professional success but also a powerful tool for influencing, inspiring, and connecting with others in a meaningful way.

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