CHAPTER V

CONCLUSION

This last chapter answered the research question **of "How could popular culture help understand international relations issues through the content analysis of *Netflix*'s *Black Mirror*?"**. Through analyzing the content of *Black Mirror* and real international relations events using qualitative content analysis and critical theory, it could be concluded that by incorporating popular culture into the international relations studies, pop culture could be a helpful tool to understand IR current issues from a different point of view and much more relatable aspect. In the modern society, culture is largely consumed because of unlimited source of information that is served through the media and the internet. Therefore, popular culture as product of mass media contributes a tremendous effect on global politics as well as international relations in general.

In the twenty first century, more non-political figures join politics and entertainment becomes an important aspect in politics. People are more open to understanding global politics because of the non-political aspects that were not used to be there. With the availability of multiple social media platforms, people are able to raise opinions whenever and wherever. From simple sentences, pictures, to well-produced videos are made to be effortlessly spread. More people aspire to become an activist due to the presence of these low-cost platforms to influence. Multiple movements in the twenty-first century were made on the internet for instance the

#MeToo movement, #HeforShe campaign by the United Nations, #GoBlue campaign by the United Nations International Children's Emergency Fund (UNICEF) and many more involving celebrities and internet influencers to raise awareness on multiple issues. For obvious reasons, people are becoming more engrossed in and aware of global politics. The internet and mass media are two highly influential platforms for the modern society.

As a breakthrough innovation in digital mass media, *Netflix* is one of the biggest online streaming platform in 2018 with millions of subscribers worldwide. The website provides more than a hundred selections of movies and series to watch. With an advanced marketing and analytics team, *Netflix* is able to trounce pay TV and even the infamous *Hollywood*. The study case chosen for this undergraduate thesis is a *Netflix* show called *Black Mirror*. Even though the show itself did not air its first season on *Netflix*, but *Black Mirror* continue to entertain its audience through the successful online streaming platform. The show is a science-fiction genre that took a satire perspective on the near future modern society and new-and-advanced technologies. *Black Mirror* touched on many aspects of life and human behavior. The likelihood of technology taking over people's lives along with ripping of humanity off of humans. In some degree, technology might have already taken over people's lives but *Black Mirror* took it to a whole other level. It is the kind of show that would make its audience reflect after watching it.

National Anthem, The Waldo Moment, Nosedive and *Hated in The Nation* were the four episodes chosen from the online series *Black Mirror* to be analyzed. From the fourth chapter, each episodes had been analyzed and it could be concluded that pop culture does have an influence in global politics and international relations. *The Waldo Moment* as brief example from one of the episodes chosen, was about the Waldo cartoon character who ran for office. Though Waldo was seen as a joke by the other candidates, Waldo ended up having a powerful influence all over the world. This particular episode was analyzed by *Black Mirror* audience because of its similarity with the Trump election. It created a conversation on social medias and how people were actually referencing Trump's election as one of *Black Mirror's* best or worst episode because of how much these people wished it was not true. Clearly, the show impacted the audiences in a way that not every show could. The media at this point does not only reflect but also could help prevent worse things from happening in the society. Critical theorists believed that the media should be able to help society from oppression. No matter in what shape or form it comes.

The analysis from the previous chapter regarding *Black Mirror* and the real events of international relations not only talked about *Black Mirror* as a reference from the pop culture world. *The Simpsons, 1984* and *The Riot Club* were also mentioned which showed additional prove of the interrelation between pop culture and international relations. After examining the online series *Black Mirror* and its role in the real events of international relations, the relevance between pop culture and international relations should not be in question anymore. Many international relations scholars have also proved this point through different forms of popular culture. Journals and books regarding the topic have been made and were also used in the thesis. The importance of pop culture in international relations might not be as evident but pop culture certainly entails a big influence in the international system.

In international relations, culture is a significant aspect because culture affects human behavior and values. Popular culture is culture that is consumed by a large portion of the world's population where power, ideology and identity are fabricated. Therefore, international relations and popular culture must also be inseparable. People from all over the world no matter the race, gender, or political stance are connected by a shared belief through popular culture. Traditional international relations theories and perspectives could not be the sole guidance in analyzing current issues. As it was once phrased, popular culture is not solely created for mere entertainment. Popular culture has the power to build consensus, norms and reflect global relation

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