

Primary Features of Popular Culture in Mad Men TV Series

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- **Abstract:** This paper undertakes an analysis of the Mad Men TV series through the lenses of popular culture. Three of the popular culture primary features will be discussed: transmediality, the conservative and mimetic nature through the presence of the recyclable prefabs and of entertainment/ pleasure present in the series. Based on this analysis, looking for classical ingredients as well as for new ones, the paper will try to answer the question: which is the level of innovation in its structure? The challenge would be to decode it in a key of interpretation based on the balance between the classic popular culture recipes and the moderate amount of new, uncharacteristic and bold elements to satisfy the wide audience.
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