

# **MARIJUANA REPRESENTATION IN AMERICAN POPULAR CULTURE: AN ONLINE INTERVIEW STUDY OF AMERICANS' PERSPECTIVE ON CANNABIS CULTURE**

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## **Abstract**

My research object is a contested theme – marijuana, which has been introduced into human history for a long time. In my study of the relationship between marijuana and American popular culture, several themes of marijuana are picked up as my study of American popular culture. For example, the representation of American rappers, Snoop Dogg and Wiz Khalifa, takes marijuana as recreation through the music video and lyrics. Although marijuana is generally stigmatized as a gateway drug that increases drug abuses and addiction, a harmful practice to social norms, and a fatal substance to human body, consuming marijuana has been partially legalized in the United States. My study of American popular culture shows works from music, movie and television, and radio industry, which have been attempting to decriminalize and praised marijuana being as an emotional support and harmless narcotic drug without side effects.

As such, my research is to examine how marijuana is represented in American popular culture. Moreover, I will further investigate that by collecting the opinions and comments from different audiences when they get access to video clips concerning marijuana. The purpose of this research is to discover the role of marijuana plays in American popular culture and analyze the opinions from the audiences of American popular culture.

This paper is conducted via qualitative research methods, including textual analysis and in-depth online interview. It seeks to answer the leading question: What is the relationship between marijuana and American popular culture?

Key words: Marijuana, Representation, American Popular Culture, In-depth Interview