

This project examines the impacts that popular culture has on shaping cultural norms and values regarding sustainability through a close reading of NBCU's Green Week campaign. By analyzing the way in which a major media conglomerate adopts and implements a green initiative through conducting a textual analysis of popular television programs and public service announcements, I clarify how popular culture works to commodify and dictate the consumption of nature and what this means for the construction and reshaping of cultural and societal norms. The scope of the campaign studied spans 5 years, from the inception of the campaign, Fall 2007, through the latest available data, April 2012. My research methods are primarily qualitative, comprising of a close reading and content analysis while at the same time drawing from three conceptual frameworks; cultural studies, media studies, and media geography. The data has been collected from two prime time television shows, *30 Rock* and *The Office*, as well as NBC's public service announcement series, *The More You Know*, for a total of 40 texts. This project argues that although we may be able to learn about societal issues as they relate to the environment, the solutions offered to these large scale global problems are at best temporary, and at worst perpetuate a society based and dependent upon consumption. The message that NBCU is sending to viewers through their network wide green initiative is that achieving a sustainable world is easy and it starts with small acts you can incorporate into your everyday life. Despite the overall goal of the campaign to move audiences to behave more sustainably, the NBCU green initiative still perpetuates the paradox of planetary salvation through commodity consumption, telling us that we can save the earth through purchasing and consuming goods.