

## EXISTENTIAL CONFLICT AND CORPORATE DECEIT: POPULAR CULTURE IN HENNING MANKELL'S *THE MAN WHO SMILED*

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### ABSTRACT

*Popular culture in literature refers to the representation and exploration of the everyday life, beliefs, values, customs, and trends of a particular society or era in works of literature. It often incorporates familiar and relatable elements to a broad audience and reflects the prevailing cultural norms and interests of the time. Popular culture is reflected in literature in several distinctive forms that capture the spirit of modern society dynamics. Its steadfast dedication to tackling contemporary problems, trends, and concerns is one of its essential characteristics. These literary masterpieces capture the zeitgeist in its most unadulterated and raw form, serving as a mirror reflecting the ideas, anxieties, and fascination of the culture that gave rise to them.*

**KEYWORDS:** *Nordic Noir, Popular Culture, Crime Fiction.*