

Contents

Preface	vi
Introduction: The Study of Popular Culture within Cultural Studies	vii
PART ONE: <i>The Culture and Civilisation Tradition</i>	1
<i>Introduction</i>	3
1 Matthew Arnold Culture and Anarchy	6
2 F. R. Leavis Mass Civilisation and Minority Culture	12
3 F. R. Leavis and Denys Thompson Advertising: Types of Appeal	21
4 Dwight Macdonald A Theory of Mass Culture	29
PART TWO: <i>Culturalism</i>	45
<i>Introduction</i>	47
5 Richard Hoggart The Full Rich Life & The Newer Mass Art: Sex in Shiny Pockets	50
6 Raymond Williams The Analysis of Culture	56
7 E. P. Thompson Preface from <i>The Making of the English Working Class</i>	65
8 Stuart Hall and Paddy Whannel The Young Audience	69
9 Gareth Stedman Jones Working-Class Culture and Working-Class Politics in London, 1870–1900: Notes on the Remaking of a Working Class	76
10 Paul Gilroy ‘Get up, get into it and get involved’ – Soul, Civil Rights and Black Power	88
PART THREE: <i>Structuralism and Poststructuralism</i>	99
<i>Introduction</i>	101
11 Roland Barthes Myth Today	107

12	Will Wright The Structure of Myth & The Structure of the Western Film	117
13	Pierre Macherey Jules Verne: The Faulty Narrative	133
14	Louis Althusser Ideology and Ideological State Apparatuses	151
15	Michel Foucault Method	163
16	Chris Weedon Feminism & the Principles of Poststructuralism	170
17	Lawrence Grossberg The Deconstruction of Youth	183
PART FOUR: <i>Marxism</i>		191
	<i>Introduction</i>	193
18	Karl Marx and Frederick Engels Ruling Class and Ruling Ideas	196
19	Karl Marx Base and Superstructure	198
20	Frederick Engels Letter to Joseph Bloch	199
21	Theodor W. Adorno On Popular Music	202
22	Antonio Gramsci Hegemony, Intellectuals and the State	215
23	Tony Bennett Popular Culture and the 'turn to Gramsci'	222
24	John Storey Rockin' Hegemony: West Coast Rock and Amerika's War in Vietnam	230
25	Christine Gledhill Pleasurable Negotiations	241
26	Martin Barker A Dialogical Approach to Ideology	255
PART FIVE: <i>Feminism</i>		269
	<i>Introduction</i>	271
27	Ien Ang <i>Dallas</i> and the Ideology of Mass Culture	274
28	Janice Radway Reading <i>Reading the Romance</i>	284
29	Jacqueline Bobo <i>The Color Purple</i> : Black Women as Cultural Readers	302
30	Susan Jeffords The Remasculinization of America	311
31	Christine Geraghty Soap Opera and Utopia	317
32	Yvonne Tasker Feminist Crime Writing: The Politics of Genre	326
33	Morag Shiach Feminism and Popular Culture	331
34	Charlotte Brunson Pedagogies of the Feminine: Feminist Teaching and Women's Genres	340

PART SIX: <i>Postmodernism</i>	355
<i>Introduction</i>	357
35 Jean Baudrillard The Precession of Simulacra	361
36 Barbara Creed From Here to Modernity: Feminism and Postmodernism	369
37 Meaghan Morris Feminism, Reading, Postmodernism	376
38 Dick Hebdige Postmodernism and 'The Other Side'	382
39 Anders Stephanson Black Postmodernist Practices: An Interview with Cornel West	398
40 Elizabeth Wilson Fashion and Postmodernism	403
41 Andrew Goodwin Popular Music and Postmodern Theory	414
42 Dominic Strinati Postmodernism and Popular Culture	428
 PART SEVEN: <i>The Politics of the Popular</i>	 439
<i>Introduction</i>	441
43 Pierre Bourdieu Distinction & the Aristocracy of Culture	444
44 Stuart Hall Notes on Deconstructing 'the Popular'	455
45 Terry Lovell Cultural Production	467
46 Michel de Certeau The Practice of Everyday Life	474
47 Michael Schudson The New Validation of Popular Culture: Sense and Sentimentality in Academia	486
48 John Fiske The Popular Economy	495
49 Ien Ang Feminist Desire and Female Pleasure	513
50 Paul Willis Symbolic Creativity	523
51 Duncan Webster Pessimism, Optimism, Pleasure: The Future of Cultural Studies	531
52 Jim McGuigan Trajectories of Cultural Populism	547
 Bibliography	 560
Acknowledgements	572
Index	573