## **CONTENTS**

OR	REWORD	vii
NT	RODUCTION	ix
	I. TRADITIONS OF MASS CULTURE CRITICISM	
1.	An Interview with Raymond Williams Stephen Heath and Gillian Skirrow	3
2.	Theodor Adorno Meets the Cadillacs  Bernard Gendron	18
	II. STUDIES IN TELEVISION	
3.	Television/Sound Rick Altman	39
4.	The Television News Personality and Credibility: Reflections on the News in Transition Margaret Morse	55
5.	Situation Comedy, Feminism, and Freud: Discourses of Gracie and Lucy Patricia Mellencamp	80
	III. FEMINIST STUDIES IN ENTERTAINMENT	
6.	Woman Is an Island: Femininity and Colonization  Judith Williamson	99
7.	The Incorporation of Women: A Comparison of North American and Mexican Popular Narrative Jean Franco	119

vi		Content
8.	Fragments of a Fashionable Discourse	139

Kaja Silverman

## IV. REDRAWING THE BOUNDARIES BETWEEN ART AND ENTERTAINMENT

9.	The Terror of Pleasure: The Contemporary Horror Film and Postmodern Theory Tania Modleski	155
10.	Brief Encounters: Mass Culture and the Evacuation of Sense  Dana Polan	167
11.	Mass Culture as Woman: Modernism's Other Andreas Huyssen	188
CON	TRIBUTORS	209