

# Contents

Preface	vii
<i>Stjepan Mestrovic</i>	
Introduction	xiii
 <b>Part 1: Theory</b>	
1 Defrocking the "High Priest of Modernity:" Anthony Giddens and the Misappropriation of Trust in Radical Modernity <i>Keith Kerr and Xi Chen</i>	3
2 Power, Culture, and Hegemony: A Theoretical Exploration of Gesellschaft <i>B. Garrick Harden</i>	17
3 The Unicorn is Dead: Postmodernism, Consumption, and the Production of the "Self" <i>Ryan Ashley Caldwell</i>	43
4 Some Brief Notes toward a Labor-Based Theory of Culture <i>Robert Carley</i>	63
 <b>Part 2: Gender and Sexuality</b>	
5 Gender Queer Productions and the Bridge of Cultural Legitimacy: "Realness" and "Identity" in <i>Paris is Burning</i> <i>Ryan Ashley Caldwell</i>	77
6 Ambiguity Will Not Stand: An Exploratory Study of Transsexuality, and the Intimate Relationship between Sex, Race, Technology, Nature, and the "Nature" of Desire <i>Robert Carley</i>	91
 <b>Part 3: Globalization</b>	
7 Inter(sex)tions: Gender, Culture, and Globalization <i>Wendy A. Burns-Ardolino</i>	107

8	Popular Classes and Neoliberalism: The Practices of Television Mediators in Argentina <i>Pablo Castagno</i>	127
9	Modernity, Development, Hegemony: Social Change and Ethnic Assimilation in the Lower Rio Grande Valley <i>Jesse A. Garcia</i>	155
10	"Like the Wildest Creation of a Dream": Dialectics, Visualization Technologies, and Aesthetics in the Writings of Francis Younghusband, George Mallory, and the Members of the 1999 Mallory & Irvine Research Expedition <i>Christopher M. Sutch</i>	169
<b>Part 4: Popular Culture</b>		
11	Racial Determinism and the Interlocking Economies of Power and Violence in <i>Dungeons and Dragons</i> <i>Ilan Mitchell-Smith</i>	207
12	Heebsters: Community and Identity (Re)construction of Urban Jewish Hipsters <i>Marcus Aldredge</i>	225
13	In Blog We Trust —An Antiphon <i>B. Garrick Harden</i>	251
14	Conspicuous Charity <i>Lindsay Anderson</i>	273
	Index	309
	About the Contributors	313