

# Contents

<i>Preface/Acknowledgements</i>	xiii
<i>Publisher's acknowledgements</i>	xvii
<b>1 What is popular culture?</b>	<b>1</b>
Culture	1
Ideology	2
Popular culture	5
Popular culture as <i>other</i>	13
The contextuality of meaning	14
Notes	16
Further reading	16
<b>2 The 'culture and civilization' tradition</b>	<b>18</b>
Matthew Arnold	19
Leavisism	23
Mass culture in America: the post-war debate	29
The culture of other people	34
Notes	36
Further reading	36
<b>3 Culturalism</b>	<b>38</b>
Richard Hoggart: <i>The Uses of Literacy</i>	39
Raymond Williams: 'The analysis of culture'	45
E.P. Thompson: <i>The Making of the English Working Class</i>	50
Stuart Hall and Paddy Whannel: <i>The Popular Arts</i>	52
The Centre for Contemporary Cultural Studies	58
Notes	59
Further reading	59
<b>4 Marxisms</b>	<b>61</b>
Classical Marxism	61
The English Marxism of William Morris	64
The Frankfurt School	66
Althusserianism	74



## Contents

Hegemony	83
Post-Marxism and cultural studies	86
Notes	93
Further reading	93
<b>5 Psychoanalysis</b>	<b>95</b>
Freudian psychoanalysis	95
Lacanian psychoanalysis	105
Cine-psychoanalysis	109
Slavoj Žižek and Lacanian fantasy	111
Notes	113
Further reading	114
<b>6 Structuralism and post-structuralism</b>	<b>116</b>
Ferdinand de Saussure	116
Claude Lévi-Strauss, Will Wright and the American Western	119
Roland Barthes: <i>Mythologies</i>	123
Post-structuralism	131
Jacques Derrida	131
Discourse and power: Michel Foucault	133
The panoptic machine	135
Notes	138
Further reading	138
<b>7 Class and class struggle</b>	<b>140</b>
Class and popular culture	140
Class in cultural studies	140
Class struggle	141
Consumption as class distinction	144
Class and popular culture	146
The ideological work of meritocracy	149
Notes	151
Further reading	151
<b>8 Gender and sexuality</b>	<b>152</b>
Feminisms	152
Women at the cinema	153
Reading romance	157
<i>Watching Dallas</i>	164
Reading women's magazines	170
Post-feminism	175
Men's studies and masculinities	178
Queer theory	179
Notes	184
Further reading	185

<b>9 'Race', racism and representation</b>	<b>187</b>
'Race' and racism	187
The ideology of racism: its historical emergence	189
Orientalism	192
Whiteness	199
Anti-racism and cultural studies	200
Notes	201
Further reading	202
<b>10 Postmodernism</b>	<b>204</b>
The postmodern condition	204
Postmodernism in the 1960s	205
Jean-François Lyotard	207
Jean Baudrillard	209
Fredric Jameson	214
Postmodern pop music	220
Postmodern television	221
Postmodernism and the pluralism of value	224
The global postmodern	227
Convergence culture	233
Afterword	234
Notes	234
Further reading	235
<b>11 The materiality of popular culture</b>	<b>237</b>
Materiality	237
Materiality as actor	238
Meaning and materiality	240
Materiality without meaning	244
Material objects in a global world	247
Notes	249
Further reading	249
<b>12 The politics of the popular</b>	<b>251</b>
The cultural field	253
The economic field	264
Post-Marxist cultural studies: hegemony revisited	270
The ideology of mass culture	271
Notes	273
Further reading	274
<i>Bibliography</i>	276
<i>Index</i>	289