texts, taking an interdisciplinary approach to analyze American culture, its rituals, beliefs, and the objects that shape its existence. After building a foundation of the history of popular culture as an academic discipline, the book looks broadly at cultural myths and the institutional structures, genres, industries, and people that shape the mindset of popular culture in the United States. It then becomes more focused with an examination of identity, exploring the ways in which these myths and mindset are internalized, practiced, and shaped by individuals. The book concludes by connecting the broad understanding of popular culture and the unique individual experience with chapters dedicated to the objects, communities, and celebrations of everyday life. This approach to the field of study explores all matters of culture in a way that is accessible and relevant to individuals and in outside of the classroom.

Regionalizing Culture-Nissim Kadosh Otmazgin 2013-09-30 This ambitious work provides a comprehensive, empirically grounded study of the production, circulation, and reception of Japanese popular culture in Asia. While many studies typically employ an interactive approach that focuses on the "meaning" of popular culture from an anthropological or cultural studies point of view, Regionalizing Culture emphasizes that the consumption side and contextual meaning of popular culture are not the only salient factors in accounting for its proliferation. The production side and organizational aspects are also important. In addition to presenting individual case studies, the book offers a big-picture view of the dramatic changes that have taken place in popular culture production and circulation in Asia over the past two decades. The author has gleaned information from primary sources in Japanese, English, and other languages; research visits to Japan, Hong Kong, Singapore, Shanghai, Bangkok, and Seoul; as well as insights of people with firsthand knowledge from within the cultural industries. From this broad range of sources, he develops an integrative political economic approach to popular culture. Regionalizing Culture offers a dialectical look at the organization of cultural production, primarily at the structure and control of cultural industries, interconnections between companies and production networks, and relations between the business sector and the state. It traces the rise of Japan as a popular culture powerhouse and the expansion of its cultural industries into Asian markets. It looks as well at the creation of markets for Japanese cultural commodities since the late 1980s, the industrial and normative impact that Japanese cultural industries have on the structure of the local cultural industries, and the wider implications these processes have for the Asian region. The growing popularity and importance of Japan's popular culture will make this book a basic text for scholars and students of popular culture as well as for those interested in political economy, media and communication studies, Japanese-Asian relations, Asian studies, and international relations.

Total Propaganda-Alex S. Edelstein 2013-11-05 BLURR FOR TOTAL PROP MAILER............ Total Propaganda moves the study of propaganda out of the exclusive realm of world politics into the more inclusive study of popular culture, media, and politics. All the participatory functioning elements of the society are aspects of membership in the popular culture. Thus, the values of popular music, media, politics, debates over social issues, and even international trade become everyday propaganda to which everyone may relate. To emphasize the necessity for new thinking about propaganda, Edelstein creates the concepts of the new propaganda and the old, and he devises a language of "unions" to convey their meanings more quickly. "Oldprop" is characteristic of mass cultures and utilizes totalitarian methods of conflict, hegemony, minimization, demonization, and exclusiveness to achieve its goals. By contrast, "newprop" is created by members of the popular culture to allow them to engage in accommodation, enhance the individual, and promote inclusiveness. These shifts in the old and the new propaganda are tracked across social issues such as race, religion, sexuality, gender, gun control, and the environment, as well as in fashion, politics, advertising, sports, media, and politics. Central to the concept of total propaganda is that it is not simply additive; it is the product of new energies that are produced by the fusing of propaganda in such related forums as music, art, advertising, sports and politics. It is these synergies, and their production of new energies, that make total propaganda greater than the sum of its parts. Edelstein concludes that the most important distinction that should be drawn between mass culture and popular culture is its text; i.e., its propaganda. In a popular culture, everyone creates and consumes propaganda; in a mass culture almost everyone consumes it but only a few create it. This formulation offers new ways to discuss power and ideology in media texts. As an example, where once the least informed and the least educated were the most subject to propaganda, now the most informed and most educated often are the first to create propaganda and the first to consume it. FORMER BLURR COPY............ It is widely recognized that the mass media provide us with ample information which we use to construct some sense of the world around us. It is not as widely recognized that consumers of media messages are active in this constructive process, making meanings that are sensibly to them in particular life circumstances. The media target a younger, more media savvy generation who are more likely to be participatory messages than members of any previous generation. This participatory aspect of new media is central to what the author defines as the new propaganda. Although critical and cultural theories are often prohibitive for undergraduate students, the author's formulation offers an accessible way to discuss power and ideology in media texts. Without using the critical discourse, he provides compelling arguments that power and ideology are created and maintained through the active participation of audience members. The conceptualization of the old and new propagandas helps move the study of propaganda out of the realm of world politics into the study of popular culture. The author views all of the participatory functioning of the society as aspects of membership in a more embracing popular culture. This point of view recognizes that the mass media are extremely influential in the consumer's construction of reality and that they are no longer exclusive channels for disseminating the messages of the powerful elites. Instead, the media -- particularly the new media -- are accessible to and used frequently by less powerful members of society -- children, ethnic minorities, and marginal members of society -- to create realities that more satisfiedly fulfill their needs. NEW BLURR COPY FOR GENERAL CATALOGS... Total Propaganda is a fresh answer to the question of the inclusiveness of the popular culture. It demonstrates how the values of popular music, media, politics, debates over social issues, and international trade have become everyday propaganda to which everyone relates in some way. Edelstein demonstrates that the most important distinction that can be drawn between mass culture and popular culture is its text (i.e., its propaganda). In a popular culture, everyone creates and consumes propaganda, whereas in a mass culture, almost everyone consumes but only a few create it. This book presents a new language of propaganda that makes it possible to draw comparisons between mass and popular cultures. The language is used to observe shifts in propaganda across various social issues -- race, religion, sexuality, gender, gun control, the environment, print and broadcast media, new technologies, and politics. It also examines fashion, advertising, sports, and lobbying. Total Propaganda is not defined only quantitatively; it mirrors the synergies that have come about in every social and political realm and the energies that these synergies produce. As such, the sum of total propaganda is greater than the sum of its parts.
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