## **CONTENTS**

ACI	chowledgements	v
For	reword by Paul Willis	xxiii
Ab	out the Author	xxvii
Ab	out the Companion Website	xxviii
PA	RT ONE: CULTURE AND CULTURAL STUDIES	1
1	AN INTRODUCTION TO CULTURAL STUDIES	3
	CONCERNING THIS BOOK	3
	Selectivity	3
	The language-game of cultural studies	4
	Cultural studies as politics	5
	THE PARAMETERS OF CULTURAL STUDIES	5
	The Centre for Contemporary Cultural Studies	6
	Disciplining cultural studies	6
	KEY CONCEPTS IN CULTURAL STUDIES	7
	Culture and signifying practices	7
	Representation	8
	Materialism and non-reductionism	9
	Articulation	9
	Power	10
	Popular culture	10
	Texts and readers	10
	Subjectivity and identity	11
	THE INTELLECTUAL STRANDS OF CULTURAL STUDIES	12
	Marxism and the centrality of class	12
	Capitalism	13
	Marxism and cultural studies	14
	Culturalism and structuralism	15
	Culture is ordinary	15
	Structuralism	15
	Deep structures of language	15
	Culture as 'like a language'	17

	Poststructuralism (and postmodernism)	18
	Derrida: the instability of language	18
	Foucault and discursive practices	20
	Anti-essentialism	20
	Postmodernism	21
	Psychoanalysis and subjectivity	22
	The Freudian self	22
	The Oedipus complex	23
	The politics of difference: feminism, race and postcolonial theory	23
	Feminism	24
	Race, ethnicity and hybridity	24
	THE NEW CULTURAL STUDIES PROJECT	25
	CENTRAL PROBLEMS IN CULTURAL STUDIES	26
	Language and the material	26
	The textual character of culture	27
	The location of culture	28
	How is cultural change possible?	29
	Rationality and its limits	30
	The character of truth	31
	QUESTIONS OF METHODOLOGY	31
	Key methodologies in cultural studies	32
	Ethnography	32
	Textual approaches	35
	Reception studies	37
	The place of theory	37
	Summary	38
2	QUESTIONS OF CULTURE AND IDEOLOGY	39
	CULTURE WITH A CAPITAL C: THE GREAT AND THE GOOD	
	IN THE LITERARY TRADITION	40
	Leavisism	41
	CULTURE IS ORDINARY	41
	The anthropological approach to culture	42
	Culturalism: Hoggart, Thompson, Williams	44
	RICHARD HOGGART: THE USES OF LITERACY	44
	EDWARD THOMPSON: THE MAKING OF THE ENGLISH	
	WORKING CLASS	44
	RAYMOND WILLIAMS AND CULTURAL MATERIALISM	45
	HIGH CULTURE/LOW CULTURE: AESTHETICS AND THE	
	COLLAPSE OF BOUNDARIES	47
	A question of quality	47
	Form and content	48

	Ideological analysis	48
	The problem of judgement	49
	Mass culture: popular culture	50
	Culture as mass deception	50
	Criticisms of the Frankfurt School	51
	Creative consumption	51
	Popular culture	52
	The popular is political	55
	CULTURE AND THE SOCIAL FORMATION	55
	Marxism and the metaphor of base and superstructure	55
	The foundations of culture	56
	Culture as class power	57
	The specificity of culture	57
	Williams: totality and the variable distance of practices	58
	Relative autonomy and the specificity of cultural practices	58
	Althusser and the social formation	59
	Relative autonomy	60
	Articulation and the circuit of culture	60
	Two economies	61
	THE QUESTION OF IDEOLOGY	62
	Marxism and false consciousness	62
	Althusser and ideology	63
	Ideological state apparatuses	64
	The double character of ideology	64
	Althusser and cultural studies	65
	Gramsci, ideology and hegemony	66
	Cultural and ideological hegemony	66
	Ideology and popular culture	67
	The instability of hegemony	68
	Gramscian cultural studies	69
	The problems of hegemony and ideology	70
	Hegemony and fragmentation	70
	Hegemony and power	70
	Ideology as power	71
	Ideology and misrecognition	72
	What is ideology?	73
	Summary	74
3	CULTURE, MEANING, KNOWLEDGE: THE LINGUISTIC	
	TURN IN CULTURAL STUDIES	75
	Saussure and semiotics	76
	Signifying systems	76

Cultural codes	77
BARTHES AND MYTHOLOGY	79
'Myth today'	80
Polysemic signs	82
Poststructuralism and intertextuality	84
DERRIDA: TEXTUALITY AND DIFFÉRANCE	84
Nothing but signs	84
Différance	86
Derrida's postcards	87
Strategies of writing	87
Deconstruction	88
Derrida and cultural studies	90
FOUCAULT: DISCOURSE, PRACTICE AND POWER	90
Discursive practices	91
Discourse and discipline	91
The productivity of power	93
The subjects of discourse	93
POST-MARXISM AND THE DISCURSIVE CONSTRUCTION OF	
THE 'SOCIAL'	95
Deconstructing Marxism	95
The articulated social	96
LANGUAGE AND PSYCHOANALYSIS: LACAN	97
The mirror phase	97
The symbolic order	98
The unconscious as 'like a language'	98
Problems with Lacan	99
LANGUAGE AS USE: WITTGENSTEIN AND RORTY	100
Wittgenstein's investigations	100
Language as a tool	100
Language-games	101
Lyotard and incommensurability	102
Rorty and the contingency of language	104
Anti-representationalism	104
Truth as social commendation	105
Describing and evaluating	105
Culture as conversation	107
DISCOURSE AND THE MATERIAL	108
Indissolubility	108
Languages for purposes	108
Summary	109
at the state of th	

4	BIOLOGY, THE BODY AND CULTURE	111
	THE PROBLEM OF REDUCTIONISM	112
	Forms of reduction	112
	Holism	114
	THE CAPABILITIES OF SCIENCE	114
	Languages for purposes	116
	THE CULTURED BODY	117
	A body of theory	119
	The medical body	121
	GENETIC ENGINEERING	122
	The ethical controversy	123
	Research within cultural studies	124
	THE EVOLVED BODY OF BIOLOGY	125
	Natural selection and the place of genes	125
	EVOLUTIONARY CULTURE	126
	Evolutionary psychology	126
	The evolved brain	127
	Some implications for cultural studies	128
	BIOLOGY AND CULTURE: THE CASE OF EMOTIONS	130
	Understanding emotion	130
	Evolution and emotion	130
	The emotional brain	131
	Cognition, culture and emotion	131
	The cultural construction of emotion	132
	The circuit of emotion	133
	Emotion as experience	136
	Identity and emotion	136
	The happiness movement	136
	Culture and happiness	137
	Cultural studies, happiness and power	137
	MEME THEORY	138
	Summary	139
PAF	RT TWO: THE CHANGING CONTEXT OF CULTURAL STUDIES	141
5	A NEW WORLD DISORDER?	143
	ECONOMY, TECHNOLOGY AND SOCIAL CLASS	144
	Fordism	144
	Post-Fordism	146
	Reorganizing labour	147

	Neo-Fordism	148
	'New Times'	149
	Post-industrial society and the reconfiguration of class identities	150
	The rise of the service class	150
	Disorganized capitalism	151
	Organized capitalism	152
	Deconcentration and deindustrialization	153
	Patterns of consumption	153
	Postmodernization	154
	The question of determination	155
	GLOBALIZATION	156
	The dynamism of modernity	157
	Global economic flows	158
	Global cultural flows	159
	Disjunctive flows	160
	Homogenization and fragmentation	161
	Cultural imperialism and its critics	161
	Hybridity and complex cultural flows	162
	Glocalization	164
	Creolization	164
	Globalization and power	165
	Modernity as loss	166
	Global Climate Change	168
	Cultural studies and climate change	170
	THE STATE, POLITICS AND NEW SOCIAL MOVEMENTS	172
	The decline of the nation-state and the end of history?	173
	Form and competence	174
	Autonomy	174
	Legitimation	174
	The end of history?	175
	New Social Movements	176
	Displacing class?	176
	Life-politics	177
	Symbolic communities	178
	Summary	179
6	ENTER POSTMODERNISM	181
	DEFINING THE TERMS	181
	THE INSTITUTIONS OF MODERNITY	182
	The Industrial Revolution	183

Surveillance	183
The dynamism of capitalist modernity	183
The nation-state and military power	184
MODERNISM AND CULTURE	185
Modernism as a cultural experience	185
Risk, doubt and reflexivity	186
The flâneur	186
The dark side of modernity	187
Modernism as aesthetic style	188
The problems of realism	189
Fragmentation and the universal	190
The cultural politics of modernism	191
Modernisms	192
MODERN AND POSTMODERN KNOWLEDGE	192
The enlightenment project	192
Scientific management	193
Marxism as enlightenment philosophy	193
Scientific laws and the principle of doubt	194
The critique of the enlightenment	195
Foucault	195
Postmodernism as the end of grand narratives	198
The end of epistemology	199
Relativism or positionality?	200
THE PROMISE OF POSTMODERNISM (OR MODERNITY AS	
AN UNFINISHED PROJECT?)	200
Politics without foundations	201
Modernity as an unfinished project	201
The public sphere	202
A normative project	203
POSTMODERN CULTURE	203
The reflexive postmodern	204
Postmodernism and the collapse of cultural boundaries	205
Bricolage and intertextuality	206
The aestheticization of everyday life	207
Postmodern aesthetics in television	207
Postmodern detectives and gangsters	208
The cartoon postmodern	208
Culture jamming	209
Subverting adverts	210
Evaluating postmodern culture	210

	Depthless culture		211
	Implosions and simulations		211
	The cultural style of late capitalism		212
	Transgressive postmodernism		214
	Summary		215
PAI	RT THREE: SITES OF CULTURAL STUDIES		217
7	ISSUES OF SUBJECTIVITY AND IDENTITY		219
	SUBJECTIVITY AND IDENTITY		219
	Personhood as a cultural production		220
	Essentialism and anti-essentialism		221
	Self-identity as a project		221
	Social identities		222
	THE FRACTURING OF IDENTITY		223
	The enlightenment subject		223
	The sociological subject		224
	The postmodern subject		224
	Social theory and the fractured subject		225
	The historical subject of Marxism		225
	Psychoanalysis and subjectivity		226
	Feminism and difference		228
	Language and identity		228
	The Foucauldian subject		229
	The articulated self		231
	Anti-essentialism and cultural identity		235
	The articulation of identities		233
	Sites of interaction		235
	Posthumanism		235
	AGENCY AND THE POLITICS OF IDENTITY		237
	The question of agency	N	237
	Foucault and the problem of agency		238
	Giddens and structuration theory		238
	The duality of structure		239
	The concept of agency		240
	Agency as making a difference		241
	Choice and determination		241
	Modes of discourse		242
	Originality		242
	Innovation and change		243

ANTI-ESSENTIALISM, FEMINISM AND THE POLITICS OF IDENTITY	243
Biology as discourse	244
Sex and gender	245
Is a universal feminism possible?	246
The project of feminism	248
Creating 'new languages'	249
Challenging the critique of identity	249
Strategic essentialism	250
Summary	25
ETHNICITY, RACE AND NATION	252
RACE AND ETHNICITY	253
Racialization	253
Different racisms	254
The concept of ethnicity	255
Ethnicity and power	25
NATIONAL IDENTITIES	259
The nation-state	259
Narratives of unity	259
The imagined community	260
Criticisms of Anderson	26
DIASPORA AND HYBRID IDENTITIES	262
The idea of diaspora	262
The Black Atlantic	263
Types of hybridity	264
The hybridity of all culture	265
Hybridity and British Asians	265
From 'sojourners to settlers'	265
Switching cultural codes	260
Multiple identities	267
Intersections and boundary crossings	268
Weaving the patterns of identity	270
RACE, ETHNICITY, REPRESENTATION	271
Savages and slaves	271
Plantation images	272
The criminalization of black Britons	272
Orientalism	273
Television and the representation of race and ethnicity	275
Whites only	275
Stereotyped representations	275
WILES TO THE TANK THE	

	Signs of change	276
	Menace to society	276
	Assimilationist strategies	277
	The ambiguities of representation	278
	The new ghetto aesthetic	278
	EastEnders	279
	I'll Fly Away	280
	Race and the Internet	280
	The question of positive images	282
	Postcolonial literature	283
	Models of postcolonial literature	284
	Domination and subordination	285
	Hybridization and creolization	286
	Summary	287
9	SEX, SUBJECTIVITY AND REPRESENTATION	289
	FEMINISM AND CULTURAL STUDIES	289
	Patriarchy, equality and difference	290
	Liberal and socialist feminism	291
	Difference feminism	292
	Black and postcolonial feminism	292
	Poststructuralist feminism	292
	Postfeminism	293
	SEX, GENDER AND IDENTITY	294
	The science of sex	295
	Women's difference	297
	Irigaray and womanspeak	298
	The social construction of sex and gender	299
	Sex as a discursive construct	300
	SEXED SUBJECTS	301
	Foucault: subjectivity and sexuality	301
	Sex and the discursive construction of the body	301
	The feminist critique of Foucault	302
	Ethics and agency	303
	Psychoanalysis, feminism and sexed subjectivity	303
	Regulating sexuality	303
	Chodorow: masculinity and femininity	304
	Phallocentric psychoanalysis	305
	Julia Kristeva: the semiotic and the symbolic	305
	Judith Butler: between Foucault and psychoanalysis	307
	The performativity of sex	308

	Identification and abjection	309
	Drag: recasting the symbolic	309
	The discipline and the fiction of identity	311
	MEN AND MASCULINITY	311
	Problematic masculinity	314
	The roots of male addiction	314
	The betrayal of the modern man	315
	GENDER, REPRESENTATION AND MEDIA CULTURE	316
	Images of women	316
	The bitch, the witch and the matriarch	317
	Affirmation and denial	317
	Women of Bollywood	318
	The Taming of the Shrew	318
	The problem of accuracy	319
	Subject positions and the politics of representation	319
	The slender body	320
	The independent mother	320
	Madonna's performance	321
	Raunch culture	321
	Gender in cyberspace	322
	The question of audiences	323
	Summary	323
10	TELEVISION, TEXTS AND AUDIENCES	325
	TELEVISION AS TEXT: NEWS AND IDEOLOGY	326
	Putting reality together	326
	The manipulative model	328
	The pluralist model	328
	The hegemonic model	329
	Agenda setting	330
	Gulf War news	330
	Presentational styles	331
	SOCIAL MEDIA AND NEWS REPORTING	332
	Changes in conventional media	333
	Twittering in Iran	334
	Social media and the US presidential election	334
	Comedy news	335
	TELEVISION AS TEXT: SOAP OPERA AS POPULAR TELEVISION	335
	Soap opera as a genre	336
	Women and soap opera	338
	Soap opera and the public sphere	339

	THE ACTIVE AUDIENCE	339
	Encoding—decoding	340
	The Nationwide audience	342
	Watching Dallas	342
	Online fans	343
	Fandom	344
	Ideology and resistance	344
	TELEVISION AUDIENCES AND CULTURAL IDENTITY	345
	The export of meaning	345
	Localizing the global	346
	Audiences, space and identity	347
	Family space and global space	348
	THE GLOBALIZATION OF TELEVISION	348
	The political economy of global television	349
		350
	Synergy and television ownership  Deregulation and reregulation	351
	GLOBAL ELECTRONIC CULTURE	352
		352
	Media imperialism Regionalization	353
	The global and the local	354
		355
	Global postmodern culture Consumer culture	356
		357
	Hyperreality and TV simulations	357
	Creative consumption WHEN TV'S NOT ON THE TELLY	358
		359
	Summary	339
11	DIGITAL MEDIA CULTURE	361
	DIGITAL MEDIA	362
	Digital divides	362
	Cyberutopia	363
	Information bomb	364
	CYBERSPACE AND DEMOCRACY	364
	The democratic vision	365
	Intertextual hypertext	366
	Web 2.0 participation	367
	'We can be heroes'	368
	Remix culture	369
	Cyberactivism	370
	Meme wars	371
	The limitations to cyber democracy	372

	Cyber capitalism	374
	Intellectual property	375
	Creative Commons	376
	Democracy in the balance	377
	COMPUTER GAMING	378
	Research paths	378
	Addicted to games	379
	Gaming and identity	379
	Cyberspace race	380
	Playing multiple identities	380
	Cyberfeminism	382
	Cyborg manifesto	382
	Representation and regulation	384
	Women on the Internet	385
	THE GLOBAL ECONOMY OF CYBERSPACE	386
	The information economy	387
	Private space	387
	Convergence and the mobile phone	388
	The mobile phone	389
	Digital imperialism	390
	Summary	391
12	CULTURAL SPACE AND URBAN PLACE	393
	SPACE AND PLACE IN CONTEMPORARY THEORY	393
	Time-geography	394
	Time-space	395
	Space and place	396
	The social construction of place	396
	Gendered space	396
	The multiple spaces of Lagos	397
	CITIES AS PLACES	399
	Rural cultural studies	399
	The Chicago School	400
	Criticisms of urban studies	401
	POLITICAL ECONOMY AND THE GLOBAL CITY	402
	Capitalism and the urban environment	402
	Global cities	403
	The post-industrial global city	404
	THE SYMBOLIC ECONOMY OF CITIES	404
	Cultural economics	405
	The creative industries	407

	The view of the question class	100
	The rise of the creative class	408 408
	Privatizing public space	408
	The public culture of private elites	
	Disney: fantasy and surveillance	410
	THE POSTMODERN CITY	410
	Postmodern urbanization	410
	Urban change: suburbs and edge cities	412
	Urban unrest	414
	Fortress LA	415
	The excitement of the city	416
	CYBERSPACE AND THE CITY	417
	Electronic urban networks	418
	The informational city	419
	The virtual city	420
	Electronic homes in global space	420
	THE CITY AS TEXT	421
	Classified spaces	422
	The city which is not one	423
	Summary	424
13	YOUTH, STYLE AND RESISTANCE	425
	THE EMERGENCE OF YOUTH	426
	Youth as moratorium	426
	Youth as a cultural classification	427
	The ambiguity of youth	428
	Trouble and fun	429
	YOUTH SUBCULTURES	429
	Subterranean values	430
	Magical solutions	431
	Homologies	431
	Motorbike boys	432
	Resistance through rituals	433
	The double articulation of youth	433
	Skinheads and the reinvention of class	434
	Signs of style	434
	Critiques of subcultural theory	435
	YOUTHFUL DIFFERENCE: CLASS, GENDER, RACE	436
	The self-damnation of the working class	436
	Gendered youth	437
	Another space for girls	437
	Racialized youth	437
	Racialized youth	439

	The artifice of black hair	440
	SPACE: A GLOBAL YOUTH CULTURE?	441
	Rapping and raving around the globe	442
	Syncretic global youth	442
	GLOBAL YOUTH ONLINE	443
	Japanese anime fandom	444
	Pro-ana online communities	445
	AFTER SUBCULTURES	447
	Media spotlights	448
	Media devils and subcultural hero(in)es	449
	Postmodernism: the end of authenticity	449
	Postmodern bricoleurs	450
	Claims to authenticity	451
	Distinctions of taste	451
	CREATIVE CONSUMPTION	452
	Common culture	452
	RESISTANCE REVISITED	453
	Resistance is conjunctural	454
	Resistance as defence	454
	Inside the whale	454
	Hiding in the light	455
	Tactics and strategies	457
	Banality in cultural studies	458
	Resistance: the normative stance of cultural critics	458
	Summary	459
14	CULTURAL POLITICS AND CULTURAL POLICY	461
	CULTURAL STUDIES AND CULTURAL POLITICS	462
	Naming as cultural politics	462
	CULTURAL POLITICS: THE INFLUENCE OF GRAMSCI	463
	Winning hegemony	463
	The role of intellectuals	466
	Cultural studies as a political project	466
	Gramscian texts	467
	THE CULTURAL POLITICS OF DIFFERENCE	469
	New languages of cultural politics	469
	The politics of articulation	470
	No class-belonging	471
	The 'cut' in language	472
	DIFFERENCE, ETHNICITY AND THE POLITICS OF REPRESENTATION	473
	Invisibility and namelessness	473

Positive images
Multiculturalism and anti-racism
The politics of representation
DIFFERENCE, CITIZENSHIP AND THE PUBLIC SPHERE
Habermas and the public sphere
The democratic tradition
Radical democracy
QUESTIONING CULTURAL STUDIES
The critique of cultural populism
A multiperspectival approach
The circuit of culture
THE CULTURAL POLICY DEBATE
Redirecting the cultural studies project
Governmentality
Culture and power
Foucault or Gramsci?
Policy and the problem of values
Shifting the command metaphors of cultural studies
The horizon of the thinkable
Criticism and policy
NEO-PRAGMATISM AND CULTURAL STUDIES
Pragmatism and cultural studies
Richard Rorty: politics without foundations
Anti-representationalism
Anti-foundationalism
Contingency, irony, solidarity
Truth as social commendation
Forging new languages
Prophetic pragmatism
Private identities and public politics
The implications of pragmatism for cultural studies
Summary
Glossary: The Language-Game of Cultural Studies
References
Index
Alluca