

CONTENTS

<i>List of illustrations</i>	ix
<i>Notes on contributors</i>	xi
<i>Acknowledgements</i>	xv
Culture and global change: an introduction	1
TRACEY SKELTON AND TIM ALLEN	
I	
CULTURE AND DEVELOPMENT	11
1 Classic conceptions of culture	13
PETER WORSLEY	
2 Globalised culture: the triumph of the West?	22
JOHN TOMLINSON	
3 Culture and development theory	30
PETER WORSLEY	
II	
QUESTIONING CULTURAL ASSUMPTIONS	43
4 Modernisation versus the environment? Shifting objectives of progress	45
ALAN THOMAS	
5 Local knowledges and changing technologies	58
GORDON WILSON	

- 6 **Understanding health** 70
MURRAY LAST

III

REPRESENTATIONS AND CULTURAL COMMUNICATION 85

- 7 **Finding the right image: British development NGOs and the
regulation of imagery** 87
HENRIETTA LIDCHI
- 8 **Representations of conflict in the Western media:
the manufacture of a barbaric periphery** 102
PHILIPPA ATKINSON
- 9 **Sex tourism: the complexities of power** 109
JAN JINDY PETTMAN
- 10 **The city and identity: news frames and the representation of London
and Londoners in the *Evening Standard*** 117
JENNY OWEN

IV

CULTURE AS EXPLANATION 125

- 11 **Culture as ideology: explanations for the development of the
Japanese economic miracle** 127
ROGER GOODMAN
- 12 **Cultural disease and British industrial decline: Weber in reverse** 137
MIKE HICKOX
- 13 **Ethnicity** 145
JOHN EADE AND TIM ALLEN

V

CULTURE AND RESISTANCE 157

- 14 Local forms of resistance: weapons of the weak 159**
HAZEL JOHNSON
- 15 'The people's radio' of Vila Nossa Senhora Aparecida:
alternative communication and cultures of resistance in Brazil 167**
VIVIAN SCHELLING
- 16 The new migrants: 'flexible workers' in a global economy 180**
CHRIS J. MARTIN

VI

CULTURE AND HUMAN RIGHTS 191

- 17 The West, its Other and human rights 193**
ROLANDO GAETE
- 18 Female circumcision and cultures of sexuality 201**
MELISSA PARKER
- 19 Street lives and family lives in Brazil 212**
TOM HEWITT AND INES SMYTH

VII

RELIGION, CULTURE AND POLITICS 221

- 20 Religion and political transformation 223**
JEFF HAYNES
- 21 Religion and development 232**
PARVATI RAGHURAM
- 22 Paying the price of femininity: women and the New Hinduism 240**
DINA ABBOTT

VIII

CULTURE AS PRODUCT: CULTURE AS PLEASURE 249

- 23 **Whose game is it anyway? West Indies cricket and post-colonial cultural globalism 251**
HILARY McD. BECKLES
- 24 **Bollywood versus Hollywood: battle of the dream factories 260**
HEATHER TYRRELL
- 25 **Mimicking Mammon? What future for the post-communist Russian film industry? 274**
KATE HUDSON
- References* 282
Index 308