

mass culture definition us history

mass culture definition us history is a term that has shaped the understanding of American society, identity, and daily life across generations. This comprehensive article explores what mass culture means in the context of US history, tracing its development from the early 20th century to the digital age. Readers will learn how mass culture emerged, the forces that fueled its growth, and its profound impacts on American values, entertainment, consumer habits, and politics. We will examine key historical milestones, influential technologies, and the shifting relationship between mass culture and individual expression. Whether you are a student, educator, or curious reader, this in-depth guide will clarify the meaning of mass culture in US history and its lasting significance. Continue reading for a detailed exploration of this essential cultural phenomenon.

- What Is Mass Culture? Understanding the Core Definition
- The Origins of Mass Culture in US History
- Key Features and Characteristics of American Mass Culture
- Major Forces and Technologies Shaping Mass Culture
- Mass Culture's Influence on American Society and Identity
- Criticisms and Debates Surrounding Mass Culture
- The Evolution of Mass Culture in the Digital Age
- Mass Culture and Its Legacy in Contemporary America

What Is Mass Culture? Understanding the Core Definition

Mass culture definition in US history refers to cultural products, practices, and experiences that are created for, and consumed by, large segments of the population. Unlike folk or elite culture, which are often limited to specific groups or classes, mass culture is widespread and accessible, thanks to mass production and distribution methods. In the United States, mass culture encompasses everything from popular music, movies, and television, to advertising, fashion, and even sports. Its defining features include standardization, broad appeal, and the influence of mass media, making it a central aspect of modern American life.

The emergence of mass culture marked a transformation in how Americans related to entertainment, information, and each other. It enabled shared experiences across diverse regions and backgrounds, shaping national identity while also sparking debates about authenticity, creativity, and cultural homogenization.

The Origins of Mass Culture in US History

Mass culture in the United States began to take shape during the late 19th and early 20th centuries, a period marked by rapid industrialization, urbanization, and advances in technology. The spread of public education and improved literacy rates expanded the audience for mass-produced newspapers, magazines, and books. At the same time, new technologies like the phonograph, radio, and motion pictures made it possible to reach millions of Americans with the same content, often for the first time.

The Rise of Mass Media

The development of mass media was crucial in the rise of mass culture. National newspapers, radio networks, and film studios provided platforms for disseminating news, entertainment, and advertising on an unprecedented scale. This era also saw the emergence of celebrity culture, as movie stars, musicians, and athletes became household names through mass media exposure.

Urbanization and Consumer Culture

The growth of cities fostered new forms of entertainment and leisure, such as amusement parks, vaudeville shows, and department stores. These venues offered standardized experiences to large, diverse audiences, further fueling the development of mass culture. The increasing availability of consumer goods and the rise of advertising also played significant roles in shaping a culture where trends and tastes could spread rapidly.

Key Features and Characteristics of American Mass Culture

Several defining characteristics distinguish mass culture in US history from other forms of culture. Understanding these features helps explain its appeal and enduring impact on American society.

- **Standardization:** Mass culture products are designed for mass consumption, resulting in standardized formats and content.

- **Broad Accessibility:** Thanks to mass production and distribution, cultural products reach wide audiences across social, economic, and geographic lines.
- **Commercialization:** Mass culture is closely tied to consumerism, with advertising and marketing playing central roles in shaping tastes and preferences.
- **Influence of Technology:** Innovations in media and communication have consistently expanded the reach of mass culture.
- **Shared Experiences:** Mass culture creates common touchstones—songs, TV shows, sporting events—that unite Americans across differences.

Major Forces and Technologies Shaping Mass Culture

The evolution of mass culture in US history has been driven by numerous forces and technological advancements. Each era brought new ways for cultural products to be created, distributed, and consumed.

Print Media and the Early 20th Century

Mass circulation newspapers and magazines were among the first vehicles for mass culture. They standardized information, entertainment, and advertising, laying the groundwork for more advanced forms of media.

Radio and the Birth of Broadcast Culture

Radio revolutionized the spread of mass culture by delivering music, news, and serialized entertainment directly into American homes. National radio networks created shared listening experiences and helped shape popular tastes.

Hollywood and the American Film Industry

The rise of Hollywood during the early 20th century established the United States as a global leader in filmmaking. Movies became a central part of American mass culture, influencing fashion, language, and even social values.

Television and the Postwar Boom

Television further unified American culture after World War II, offering a common set of programs, news, and advertisements. Iconic TV shows, commercials, and televised events became collective experiences for millions.

The Internet and Digital Media

Since the late 20th century, the internet and digital technologies have transformed mass culture again, enabling instant access to information, streaming media, and global social networks. While digital platforms have fragmented audiences, they have also expanded the reach and diversity of mass culture.

Mass Culture's Influence on American Society and Identity

Mass culture has profoundly shaped American society, influencing attitudes, values, and even politics. It has played a key role in forging national identity by providing shared reference points and aspirations, from the American Dream to the latest pop hits.

Unifying and Dividing Effects

By creating common experiences, mass culture has fostered a sense of unity among Americans. However, it has also been criticized for promoting conformity and diminishing regional or cultural diversity.

Consumerism and Lifestyle

Mass culture has promoted consumer-driven lifestyles, linking personal success and happiness to the acquisition of goods and experiences. Advertising, branding, and celebrity endorsements have deeply influenced American consumption patterns.

Impact on Social Movements and Politics

Mass culture has both reflected and shaped social change, from the Civil Rights Movement to the popularity of countercultural music in the 1960s. It continues to play a role in political campaigns, advocacy, and public discourse.

Criticisms and Debates Surrounding Mass Culture

The concept of mass culture in US history has sparked ongoing debates among scholars, critics, and the public. Opponents argue that mass culture leads to cultural homogenization, loss of creativity, and the manipulation of public opinion through media and advertising. Supporters contend that mass culture democratizes access to information and entertainment, providing opportunities for shared experiences and social mobility.

Common Criticisms of Mass Culture

- Encourages passive consumption rather than active participation
- Promotes superficial or commercialized values
- Reduces the diversity of cultural expressions
- Enables the spread of stereotypes and misinformation

Defenses of Mass Culture

- Provides access to culture for broad audiences
- Can foster unity and shared identity
- Supports creativity within mass media industries
- Enables widespread communication and education

The Evolution of Mass Culture in the Digital Age

The digital revolution has dramatically changed the landscape of mass culture in the United States. While traditional media like television and radio remain important, the rise of the internet, social media, and streaming platforms has produced new cultural forms and dynamics. Audiences now have more choices and can participate in content creation, blurring the lines between producers and consumers.

Despite increased fragmentation, certain trends, memes, and viral content still achieve mass cultural status, reaching millions almost overnight. The digital age has also raised concerns about misinformation, echo chambers, and

the future of collective cultural experiences.

Mass Culture and Its Legacy in Contemporary America

Mass culture continues to influence everyday life in the United States, shaping everything from entertainment and fashion to politics and public opinion. It remains a powerful force for socialization, innovation, and connection across diverse communities. Understanding the definition and historical development of mass culture in US history is essential for appreciating its ongoing role in American society and for critically engaging with its opportunities and challenges.

Q: What is the definition of mass culture in US history?

A: Mass culture in US history refers to cultural products, practices, and experiences designed for mass consumption by large segments of the population, facilitated by mass media and industrial production, and characterized by standardization and broad accessibility.

Q: How did mass culture emerge in the United States?

A: Mass culture emerged in the US during the late 19th and early 20th centuries, fueled by industrialization, urbanization, improved literacy, and technological advances in media such as newspapers, radio, and film.

Q: What are some examples of mass culture in American history?

A: Examples include Hollywood films, national radio and television programs, popular music, advertising campaigns, sporting events, and widely consumed consumer goods.

Q: How has technology influenced the development of mass culture?

A: Technology has expanded the reach and influence of mass culture through innovations like printing presses, radio, television, the internet, and social media, allowing cultural products to be distributed to large audiences efficiently.

Q: What are common criticisms of mass culture?

A: Critics argue that mass culture can promote conformity, superficiality, and loss of creativity, as well as lead to the homogenization of cultural expressions and manipulation by media and advertisers.

Q: How does mass culture affect American identity?

A: Mass culture shapes American identity by providing shared reference points, values, and experiences that help unify diverse populations while also sometimes diminishing regional or subcultural differences.

Q: In what ways has mass culture changed in the digital age?

A: In the digital age, mass culture has become more fragmented and participatory, with audiences able to access, create, and share content instantly, leading to new forms of cultural influence and viral phenomena.

Q: What role does advertising play in mass culture?

A: Advertising is central to mass culture, driving consumer behavior, shaping trends, and supporting the commercial viability of media and entertainment industries.

Q: Can mass culture support social change?

A: Yes, mass culture can reflect and promote social change, as seen in its influence on civil rights movements, public opinion, and the spread of new ideas and values through popular media.

Q: Why is studying mass culture important for understanding US history?

A: Studying mass culture is crucial for understanding how Americans have interacted with media, technology, and each other, as well as how shared cultural experiences have shaped national identity and social dynamics.

Mass Culture Definition Us History

Find other PDF articles:

<https://fc1.getfilecloud.com/t5-w-m-e-02/files?docid=rSr02-2542&title=camille-beck-iceberg-slim.pdf>

Mass Culture Definition US History: A Journey Through American Cultural Transformation

The United States, a nation forged from diverse immigrant populations and revolutionary ideals, has experienced a dramatic shift in its cultural landscape throughout its history. This evolution, marked by the rise of mass culture, is a fascinating and complex topic. This post will delve into the mass culture definition US history, examining its origins, key characteristics, impacts, and lasting legacy. We'll explore how technological advancements, industrialization, and social changes contributed to this phenomenon, offering a nuanced understanding of its influence on American society and identity. Get ready to unravel the threads of this intricate cultural tapestry.

What is Mass Culture? Defining the Term

Before we dive into the American context, let's establish a clear mass culture definition. Mass culture refers to the production and distribution of cultural products—including music, movies, television shows, books, and fashion—for a large, heterogeneous audience. This stands in contrast to high culture, which typically caters to a smaller, more elite group. Key characteristics of mass culture include its standardization, commercialization, and accessibility. The goal is to appeal to the widest possible audience, often sacrificing complexity or unique artistry for broad appeal.

The Rise of Mass Culture in the US: A Historical Overview

The development of mass culture in US history is inextricably linked to several key factors:

Industrialization and Urbanization (Late 19th and Early 20th Centuries):

The Industrial Revolution dramatically altered American society. Mass production techniques made consumer goods cheaper and more widely available. Urbanization concentrated populations, creating larger markets for mass-produced cultural products. This period saw the rise of department stores, newspapers with mass readership, and the beginnings of mass entertainment like vaudeville and early cinema.

Technological Advancements:

Technological innovations played a crucial role. The printing press, photography, radio, and later television, provided unprecedented means to create and disseminate cultural products to vast audiences. These technologies democratized access to information and entertainment, further fueling the growth of mass culture.

The Role of Advertising and Marketing:

The rise of mass culture was intrinsically linked to the development of sophisticated advertising and marketing techniques. Companies needed ways to reach these larger audiences and create demand for their products. Advertising not only promoted specific goods but also shaped desires and lifestyles, profoundly impacting cultural values and norms.

The Impact of Mass Media:

Mass media, particularly radio and television, became incredibly powerful forces in shaping American attitudes and beliefs. These mediums fostered a shared national culture, albeit one often homogenized and standardized. Popular radio programs, television sitcoms, and news broadcasts created a sense of collective experience, binding Americans together through shared cultural references.

Mass Culture and the Shaping of American Identity

The development of mass culture definition us history didn't just create a new type of entertainment; it significantly impacted the formation of American identity. It both reflected and shaped existing social values, sometimes reinforcing existing inequalities and sometimes challenging them.

The Power of Mass Culture to Homogenize:

Critics argued that mass culture led to a homogenization of American society, diluting regional differences and local traditions. The standardized products and messages disseminated through mass media fostered a sense of sameness, potentially suppressing diverse cultural expressions.

Mass Culture and Social Change:

However, mass culture also acted as a vehicle for social change. Music, movies, and television, while often reflecting prevailing norms, also sometimes challenged them. Civil rights movements, feminist movements, and other social justice initiatives utilized mass media to spread their messages and mobilize support.

The Cultural Wars:

Throughout the 20th and 21st centuries, debates surrounding mass culture have been central to cultural wars. Conflicts over censorship, the portrayal of violence, and the influence of media on youth reflect ongoing concerns about the power and impact of mass culture.

Mass Culture Today: A Continuing Evolution

The digital age has transformed the landscape of mass culture. The internet, social media, and streaming services have created new forms of mass communication and entertainment, leading to both increased accessibility and fragmentation of audiences. The debate over the nature and impact of mass culture continues, highlighting its enduring relevance and influence on contemporary American society.

Conclusion:

Understanding the mass culture definition US history requires analyzing the complex interplay of technological advancements, industrialization, and evolving social values. It's a story of both homogenization and diversity, of cultural standardization and social change. The legacy of mass culture continues to shape American identity and its cultural landscape, prompting ongoing discussion and debate.

FAQs:

1. How did the rise of mass culture affect local cultures in the US? The rise of mass culture often led to the decline of local traditions and dialects, as standardized national products gained popularity.
2. What were some of the most significant examples of mass culture in the mid-20th century? Examples include popular radio shows, Hollywood films, and the rise of television programming.
3. How did mass culture contribute to the consumerist culture of the US? Mass production and advertising techniques created a culture of consumption, where acquiring goods became a central aspect of American identity.
4. What are some criticisms of mass culture? Critics often point to the homogenization of culture, the potential for manipulation through advertising, and the perpetuation of stereotypes as negative impacts.
5. How has the digital age changed the nature of mass culture? The internet and social media have created a more fragmented and interactive mass culture, with greater opportunities for niche audiences and personalized content.

mass culture definition us history: American Cultural History Eric Avila, 2018-07-17 The iconic images of Uncle Sam and Marilyn Monroe, or the fireside chats of Franklin D. Roosevelt and the oratory of Martin Luther King, Jr.: these are the words, images, and sounds that populate American cultural history. From the Boston Tea Party to the Dodgers, from the blues to Andy Warhol, dime novels to Disneyland, the history of American culture tells us how previous generations of Americans have imagined themselves, their nation, and their relationship to the world and its peoples. This Very Short Introduction recounts the history of American culture and its creation by diverse social and ethnic groups. In doing so, it emphasizes the historic role of culture in relation to broader social, political, and economic developments. Across the lines of race, class, gender, and sexuality, as well as language, region, and religion, diverse Americans have forged a national culture with a global reach, inventing stories that have shaped a national identity and an American way of life. ABOUT THE SERIES: The Very Short Introductions series from Oxford University Press contains hundreds of titles in almost every subject area. These pocket-sized books are the perfect way to get ahead in a new subject quickly. Our expert authors combine facts, analysis, perspective, new ideas,

and enthusiasm to make interesting and challenging topics highly readable.

mass culture definition us history: *The Culture Industry* Theodor W Adorno, 2020-07-24 The creation of the Frankfurt School of critical theory in the 1920s saw the birth of some of the most exciting and challenging writings of the twentieth century. It is out of this background that the great critic Theodor Adorno emerged. His finest essays are collected here, offering the reader unparalleled insights into Adorno's thoughts on culture. He argued that the culture industry commodified and standardized all art. In turn this suffocated individuality and destroyed critical thinking. At the time, Adorno was accused of everything from overreaction to deranged hysteria by his many detractors. In today's world, where even the least cynical of consumers is aware of the influence of the media, Adorno's work takes on a more immediate significance. The Culture Industry is an unrivalled indictment of the banality of mass culture.

mass culture definition us history: *Prosthetic Memory* Alison Landsberg, 2004 Prosthetic Memory argues that mass cultural forms such as cinema and television in fact contain the still-unrealized potential for a progressive politics based on empathy for the historical experiences of others. The technologies of mass culture make it possible for anyone, regardless of race, ethnicity, or gender, to share collective memories--to assimilate as deeply felt personal experiences historical events through which they themselves did not live.

mass culture definition us history: *Understanding Media* Marshall McLuhan, 2016-09-04 When first published, Marshall McLuhan's *Understanding Media* made history with its radical view of the effects of electronic communications upon man and life in the twentieth century.

mass culture definition us history: *Black Popular Culture* Gina Dent, 1998 The latest publication in the award-winning *Discussions in Contemporary Culture* series, *Black Popular Culture* gathers together an extraordinary array of critics, scholars, and cultural producers. 30 essays explore and debate current directions in film, television, music, writing, and other cultural forms as created by or with the participation of black artists. 30 illustrations.

mass culture definition us history: *Understanding Popular Culture* John Fiske, 2010-10-08 Designed as a companion to *Reading the Popular*, *Understanding Popular Culture* presents a radically different theory of what it means for culture to be popular: that it is, literally, of the people.

mass culture definition us history: *The Gilded Age* Mark Twain, Charles Dudley Warner, 1904

mass culture definition us history: *A History of African Popular Culture* Karin Barber, 2018-01-11 A journey through the history of African popular culture from the seventeenth century to the present day.

mass culture definition us history: *The Folkloresque* Michael Dylan Foster, Jeffrey A. Tolbert, 2015-11-02 This volume introduces a new concept to explore the dynamic relationship between folklore and popular culture: the "folkloresque." With "folkloresque," Foster and Tolbert name the product created when popular culture appropriates or reinvents folkloric themes, characters, and images. Such manufactured tropes are traditionally considered outside the purview of academic folklore study, but the folkloresque offers a frame for understanding them that is grounded in the discourse and theory of the discipline. Fantasy fiction, comic books, anime, video games, literature, professional storytelling and comedy, and even popular science writing all commonly incorporate elements from tradition or draw on basic folklore genres to inform their structure. Through three primary modes—integration, portrayal, and parody—the collection offers a set of heuristic tools for analysis of how folklore is increasingly used in these commercial and mass-market contexts. The Folkloresque challenges disciplinary and genre boundaries; suggests productive new approaches for interpreting folklore, popular culture, literature, film, and contemporary media; and encourages a rethinking of traditional works and older interpretive paradigms.

mass culture definition us history: *Selling Culture* Richard Malin Ohmann, 1996 Surveys the new practices of advertising, mass distribution of goods, and the birth of the inexpensive mass-audience magazine at the end of the 19th century, and their role in the creation of the American professional-managerial class. Focuses on magazine publishing, careers of key

personalities in the publishing world, and the role of fiction in the magazines. For students and general readers. Annotation copyright by Book News, Inc., Portland, OR

mass culture definition us history: Latin American Popular Culture Elia Geoffrey Kantaris, Rory O'Bryen, 2013 Explores a wide range of cultural phenomena to examine both national symbolic orders and national/global tensions resulting from a climate of conflicting economic and political ideologies.

mass culture definition us history: The Cambridge Handbook of Sociology Kathleen Odell Korgen, 2021-03-11 The Cambridge Handbook of Sociology gives an overview of the field that is both comprehensive and up to date.

mass culture definition us history: Cultural Theory and Popular Culture John Storey, 2015-05-08 In this 7th edition of his award-winning Cultural Theory and Popular Culture: An Introduction, John Storey has extensively revised the text throughout. As before, the book presents a clear and critical survey of competing theories of and various approaches to popular culture. Its breadth and theoretical unity, exemplified through popular culture, means that it can be flexibly and relevantly applied across a number of disciplines. Also retaining the accessible approach of previous editions, and using appropriate examples from the texts and practices of popular culture, this new edition remains a key introduction to the area. New to this edition: • Extensively revised, rewritten and updated • Improved and expanded content throughout • A new section on 'The Contextuality of Meaning' that explores how context impacts meaning • A brand new chapter on 'The Materiality of Popular Culture' that examines popular culture as material culture • Extensive updates to the companion website at www.routledge.com/cw/storey, which includes practice questions, extension activities and interactive quizzes, links to relevant websites and further reading, and a glossary of key terms. The new edition remains essential reading for undergraduate and postgraduate students of cultural studies, media studies, communication studies, the sociology of culture, popular culture and other related subjects.

mass culture definition us history: The Media and Globalization Terhi Rantanen, 2005 In this provocative book Terhi Rantanen challenges conventional ways of thinking about globalization and shows how it cannot be understood without studying the role of the media. Rantanen begins with an accessible overview of globalization and the pivotal role of the media.

mass culture definition us history: An Introduction to Theories of Popular Culture Dominic Strinati, 2004-08-02 Among the theories and ideas the book introduces are mass culture, the Frankfurt School and the culture industry, semiology and structuralism, Marxism, feminism, postmodernism and cultural populism.

mass culture definition us history: The Civic Culture Gabriel Abraham Almond, Sidney Verba, 2015-12-08 The authors interviewed over 5,000 citizens in Germany, Italy, Mexico, Great Britain, and the U.S. to learn political attitudes in modern democratic states. Originally published in 1963. The Princeton Legacy Library uses the latest print-on-demand technology to again make available previously out-of-print books from the distinguished backlist of Princeton University Press. These editions preserve the original texts of these important books while presenting them in durable paperback and hardcover editions. The goal of the Princeton Legacy Library is to vastly increase access to the rich scholarly heritage found in the thousands of books published by Princeton University Press since its founding in 1905.

mass culture definition us history: The Guide to United States Popular Culture Ray Broadus Browne, Pat Browne, 2001 To understand the history and spirit of America, one must know its wars, its laws, and its presidents. To really understand it, however, one must also know its cheeseburgers, its love songs, and its lawn ornaments. The long-awaited Guide to the United States Popular Culture provides a single-volume guide to the landscape of everyday life in the United States. Scholars, students, and researchers will find in it a valuable tool with which to fill in the gaps left by traditional history. All American readers will find in it, one entry at a time, the story of their lives.--Robert Thompson, President, Popular Culture Association. At long last popular culture may indeed be given its due within the humanities with the publication of The Guide to United States

Popular Culture. With its nearly 1600 entries, it promises to be the most comprehensive single-volume source of information about popular culture. The range of subjects and diversity of opinions represented will make this an almost indispensable resource for humanities and popular culture scholars and enthusiasts alike.--Timothy E. Scheurer, President, American Culture Association The popular culture of the United States is as free-wheeling and complex as the society it animates. To understand it, one needs assistance. Now that explanatory road map is provided in this Guide which charts the movements and people involved and provides a light at the end of the rainbow of dreams and expectations.--Marshall W. Fishwick, Past President, Popular Culture Association Features of The Guide to United States Popular Culture: 1,010 pages 1,600 entries 500 contributors Alphabetic entries Entries range from general topics (golf, film) to specific individuals, items, and events Articles are supplemented by bibliographies and cross references Comprehensive index

mass culture definition us history: Television and American Culture Jason Mittell, 2010 Television and American Culture: An Overview introduces students to the study of television by looking at American television from a cultural perspective. The book is written for intermediate undergraduate and beginning graduate students for a range of television studies courses. Specifically, Mittell discusses television within the following contexts: the economics of the television industry, television's role within American democracy, the formal attributes of a variety of television genres, television as a site of gender and racial identity formation, television's role in everyday life, and the medium's technological and social impacts. The topical arrangement and comprehensive scope of the book differs from other television textbooks, arguing that we must incorporate a range of economic, political, aesthetic, and sociological perspectives to fully comprehend the medium of television.

mass culture definition us history: Cultural Theory and Popular Culture John Storey, 2006 In this new edition of his widely adopted Cultural Theory and Popular Culture: An Introduction, John Storey has extensively revised the text throughout. Like previous editions, the book presents a clear and critical survey of competing theories of, and various approaches to, popular culture. New to this edition: Extensively revised, rewritten, and updated Improved and expanded content throughout including a new chapter on psychoanalysis and a new section on post-Marxism and the global postmodern Closer explicit links to the new edition companion reader Cultural Theory and Popular Culture: A Reader More illustrative diagrams and images Fully revised, improved, and updated companion web site Ideal for courses in: cultural studies media studies communication studies sociology of culture popular culture visual studies cultural criticism

mass culture definition us history: U.S. History P. Scott Corbett, Volker Janssen, John M. Lund, Todd Pfannestiel, Sylvie Waskiewicz, Paul Vickery, 2024-09-10 U.S. History is designed to meet the scope and sequence requirements of most introductory courses. The text provides a balanced approach to U.S. history, considering the people, events, and ideas that have shaped the United States from both the top down (politics, economics, diplomacy) and bottom up (eyewitness accounts, lived experience). U.S. History covers key forces that form the American experience, with particular attention to issues of race, class, and gender.

mass culture definition us history: Hillbilly Anthony Harkins, 2004 This text argues that the hillbilly - in his various guises - has been viewed by mainstream Americans simultaneously as a violent degenerate who threatens the modern order and as a keeper of traditional values and thus symbolic of a nostalgic past free of the problems of contemporary life.

mass culture definition us history: Culture Jamming Marilyn DeLaure, Moritz Fink, 2017-02-28 A collaboration of political activism and participatory culture seeking to upend consumer capitalism, including interviews with The Yes Men, The Guerrilla Girls, among others. Coined in the 1980s, "culture jamming" refers to an array of tactics deployed by activists to critique, subvert, and otherwise "jam" the workings of consumer culture. Ranging from media hoaxes and advertising parodies to flash mobs and street art, these actions seek to interrupt the flow of dominant, capitalistic messages that permeate our daily lives. Employed by Occupy Wall Street protesters and

the Russian feminist punk band Pussy Riot alike, culture jamming scrambles the signal, injects the unexpected, and spurs audiences to think critically and challenge the status quo. The essays, interviews, and creative work assembled in this unique volume explore the shifting contours of culture jamming by plumbing its history, mapping its transformations, testing its force, and assessing its efficacy. Revealing how culture jamming is at once playful and politically transgressive, this accessible collection explores the degree to which culture jamming has fulfilled its revolutionary aims. Featuring original essays from prominent media scholars discussing Banksy and Shepard Fairey, foundational texts such as Mark Dery's culture jamming manifesto, and artwork by and interviews with noteworthy culture jammers including the Guerrilla Girls, The Yes Men, and Reverend Billy, Culture Jamming makes a crucial contribution to our understanding of creative resistance and participatory culture.

mass culture definition us history: Unpopular Culture Martin Lütke, Sascha Pöhlmann, 2016 This collection includes eighteen essays that introduce the concept of unpopular culture and explore its critical possibilities and ramifications from a large variety of perspectives. Proposing a third term that operates beyond the dichotomy of high culture and mass culture and yet offers a fresh approach to both, these essays address a multitude of different topics that can all be classified as unpopular culture. From David Foster Wallace and Ernest Hemingway to Zane Grey and fan fiction, from Christian Rock and Country to Black Metal, from Steven Seagal to Genesis (Breyer) P-Orridge, from The Simpsons to The Real Housewives, from natural disasters to 9/11, from thesis hatements to professional sports, these essays find the unpopular across media and genres, and they analyze the politics and the aesthetics of an unpopular culture (and the unpopular in culture) that has not been duly recognized as such by the theories and methods of cultural studies.

mass culture definition us history: Celebrity Culture in the United States Terence J. Fitzgerald, 2008 Charts the emergence of American celebrity culture, the kinds of people who achieve celebrity status, the continually evolving term celebrity, and what the country's obsession with celebrity says about its society and culture.

mass culture definition us history: Adorno on Popular Culture Robert Winston Witkin, 2003 Unpacks Adorno's critique of popular culture in an engagingly, looking at the development of theories of authority, commodification and negative dialectics. Goes on to consider Adorno's writing on specific aspects of popular culture.

mass culture definition us history: The Rhetorical Power of Popular Culture Deanna D. Sellnow, 2017-02-17 Can television shows like Modern Family, popular music by performers like Taylor Swift, advertisements for products like Samuel Adams beer, and films such as The Hunger Games help us understand rhetorical theory and criticism? The Third Edition of The Rhetorical Power of Popular Culture offers students a step-by-step introduction to rhetorical theory and criticism by focusing on the powerful role popular culture plays in persuading us as to what to believe and how to behave. In every chapter, students are introduced to rhetorical theories, presented with current examples from popular culture that relate to the theory, and guided through demonstrations about how to describe, interpret, and evaluate popular culture texts through rhetorical analysis. Author Deanna Sellnow also provides sample student essays in every chapter to demonstrate rhetorical criticism in practice. This edition's easy-to-understand approach and range of popular culture examples help students apply rhetorical theory and criticism to their own lives and assigned work.

mass culture definition us history: Popular Culture Imre Szeman, Susie O'Brien, 2017-09-05 Popular Culture: A User's Guide, International Edition ventures beyond the history of pop culture to give readers the vocabulary and tools to address and analyze the contemporary cultural landscape that surrounds them. Moves beyond the history of pop culture to give students the vocabulary and tools to analyze popular culture suitable for the study of popular culture across a range of disciplines, from literary theory and cultural studies to philosophy and sociology Covers a broad range of important topics including the underlying socioeconomic structures that affect media, the politics of pop culture, the role of consumers, subcultures and countercultures, and the

construction of social reality Examines the ways in which individuals and societies act as consumers and agents of popular culture

mass culture definition us history: National Identity, Popular Culture and Everyday Life Tim Edensor, 2020-06-15 The Millennium Dome, Braveheart and Rolls Royce cars. How do cultural icons reproduce and transform a sense of national identity? How does national identity vary across time and space, how is it contested, and what has been the impact of globalization upon national identity and culture? This book examines how national identity is represented, performed, spatialized and materialized through popular culture and in everyday life. National identity is revealed to be inherent in the things we often take for granted - from landscapes and eating habits, to tourism, cinema and music. Our specific experience of car ownership and motoring can enhance a sense of belonging, whilst Hollywood blockbusters and national exhibitions provide contexts for the ongoing, and often contested, process of national identity formation. These and a wealth of other cultural forms and practices are explored, with examples drawn from Scotland, the UK as a whole, India and Mauritius. This book addresses the considerable neglect of popular cultures in recent studies of nationalism and contributes to debates on the relationship between 'high' and 'low' culture.

mass culture definition us history: The Pig Book Citizens Against Government Waste, 2013-09-17 The federal government wastes your tax dollars worse than a drunken sailor on shore leave. The 1984 Grace Commission uncovered that the Department of Defense spent \$640 for a toilet seat and \$436 for a hammer. Twenty years later things weren't much better. In 2004, Congress spent a record-breaking \$22.9 billion dollars of your money on 10,656 of their pork-barrel projects. The war on terror has a lot to do with the record \$413 billion in deficit spending, but it's also the result of pork over the last 18 years the likes of: - \$50 million for an indoor rain forest in Iowa - \$102 million to study screwworms which were long ago eradicated from American soil - \$273,000 to combat goth culture in Missouri - \$2.2 million to renovate the North Pole (Lucky for Santa!) - \$50,000 for a tattoo removal program in California - \$1 million for ornamental fish research Funny in some instances and jaw-droppingly stupid and wasteful in others, The Pig Book proves one thing about Capitol Hill: pork is king!

mass culture definition us history: The Production of Culture Diane Crane, 1992-05-14 The Production of Culture is timely and relevant. . . . Diana Crane introduces the reader to this busy field of scholarly activity, organizes the strands of theory and empirical research in an orderly fashion, and advances some bold notions about the relationship between organizational 'contexts' and innovation. --Contemporary Sociology Crane melds numerous sources concisely and clearly in her argument that cultural forms cannot be understood 'apart from the contexts in which they are produced and consumed.' . . . looks like a good start to a useful series. --Communication Booknotes Crane's overview is clearly written and does an effective job of incorporating concepts and theories from communication, cultural studies, economics, and literature, as well as her home territory, sociology. --Communication Booknotes How does the media shape and frame culture? How does media entertainment vary under different conditions of production and consumption? What types of meanings and ideologies do these modes of production convey, and how do they change over time? How does media culture differ from other forms of recorded culture produced in nonindustrial settings? In The Production of Culture, the inaugural volume in the new Foundations of Popular Culture series, Diana Crane argues that these are the kinds of questions social scientists should concern themselves with. She contends that recorded cultures simply cannot be understood apart from the contexts in which they are produced and consumed. A review and synthesis of the current media literature, Crane's work examines both the popular and elite levels of media production. This investigation allows readers to understand how the notion of production can change depending on the size of the audience and/or the structure of the cultural industry. A systematic and accessible approach to a complex topic, The Production of Culture will have appeal not only to professors and students of cultural studies, but will also interest those studying sociology and art history.

mass culture definition us history: The Uses of Literacy Richard Hoggart, 1961

mass culture definition us history: International Encyclopedia of Education , 2009-04-17

The field of education has experienced extraordinary technological, societal, and institutional change in recent years, making it one of the most fascinating yet complex fields of study in social science. Unequalled in its combination of authoritative scholarship and comprehensive coverage, *International Encyclopedia of Education, Third Edition* succeeds two highly successful previous editions (1985, 1994) in aiming to encapsulate research in this vibrant field for the twenty-first century reader. Under development for five years, this work encompasses over 1,000 articles across 24 individual areas of coverage, and is expected to become the dominant resource in the field. Education is a multidisciplinary and international field drawing on a wide range of social sciences and humanities disciplines, and this new edition comprehensively matches this diversity. The diverse background and multidisciplinary subject coverage of the Editorial Board ensure a balanced and objective academic framework, with 1,500 contributors representing over 100 countries, capturing a complete portrait of this evolving field. A totally new work, revamped with a wholly new editorial board, structure and brand-new list of meta-sections and articles Developed by an international panel of editors and authors drawn from senior academia Web-enhanced with supplementary multimedia audio and video files, hotlinked to relevant references and sources for further study Incorporates ca. 1,350 articles, with timely coverage of such topics as technology and learning, demography and social change, globalization, and adult learning, to name a few Offers two content delivery options - print and online - the latter of which provides anytime, anywhere access for multiple users and superior search functionality via ScienceDirect, as well as multimedia content, including audio and video files

mass culture definition us history: *Postmodernism and Popular Culture* Angela McRobbie, Angela McRobbie, 2003-09-02 *Postmodernism and Popular Culture* brings together eleven recent essays by Angela McRobbie in a collection which deals with the issues which have dominated cultural studies over the last ten years. A key theme is the notion of postmodernity as a space for social change and political potential. McRobbie explores everyday life as a site of immense social and psychic complexity to which she argues that cultural studies scholars must return through ethnic and empirical work; the sound of living voices and spoken language. She also argues for feminists working in the field to continue to question the place and meaning of feminist theory in a postmodern society. In addition, she examines the new youth cultures as images of social change and signs of profound social transformation. Bringing together complex ideas about cultural studies today in a lively and accessible format, Angela McRobbie's new collection will be of immense value to all teachers and students of the subject.

mass culture definition us history: *International Encyclopedia of Human Geography* , 2019-11-29 *International Encyclopedia of Human Geography, Second Edition, Fourteen Volume Set* embraces diversity by design and captures the ways in which humans share places and view differences based on gender, race, nationality, location and other factors—in other words, the things that make people and places different. Questions of, for example, politics, economics, race relations and migration are introduced and discussed through a geographical lens. This updated edition will assist readers in their research by providing factual information, historical perspectives, theoretical approaches, reviews of literature, and provocative topical discussions that will stimulate creative thinking. Presents the most up-to-date and comprehensive coverage on the topic of human geography Contains extensive scope and depth of coverage Emphasizes how geographers interact with, understand and contribute to problem-solving in the contemporary world Places an emphasis on how geography is relevant in a social and interdisciplinary context

mass culture definition us history: *Popular Culture and High Culture* Herbert Gans, 2010-11-05 Is *NYPD Blue* a less valid form of artistic expression than a Shakespearean drama? Who is to judge and by what standards? In this new edition of Herbert Gans's brilliantly conceived and clearly argued landmark work, he builds on his critique of the universality of high cultural standards. While conceding that popular and high culture have converged to some extent over the twenty-five years since he wrote the book, Gans holds that the choices of typical Ivy League graduates, not to mention Ph.D.'s in literature, are still very different from those of high school

graduates, as are the movie houses, television channels, museums, and other cultural institutions they frequent. This new edition benefits greatly from Gans's discussion of the "politicization" of culture over the last quarter-century. *Popular Culture and High Culture* is a must read for anyone interested in the vicissitudes of taste in American society.

mass culture definition us history: Conflict, Culture, and History Stephen J. Blank, Karl P. Magyar, Al Et Al, 2002-06-01 Five specialists examine the historical relationship of culture and conflict in various regional societies. The authors use Adda B. Bozeman's theories on conflict and culture as the basis for their analyses of the causes, nature, and conduct of war and conflict in the Soviet Union, the Middle East, Sinic Asia (China, Japan, and Vietnam), Latin America, and Africa. Drs. Blank, Lawrence Grinter, Karl P. Magyar, Lewis B. Ware, and Bynum E. Weathers conclude that non-Western cultures and societies do not reject war but look at violence and conflict as a normal and legitimate aspect of sociopolitical behavior.

mass culture definition us history: Introduction to Sociology 2e Nathan J. Keirns, Heather Griffiths, Eric Strayer, Susan Cody-Rydzewski, Gail Scaramuzzo, Sally Vyain, Tommy Sadler, Jeff D. Bry, Faye Jones, 2015-03-17 This text is intended for a one-semester introductory course.--Page 1.

mass culture definition us history: Encyclopedia of International Media and Communications Donald H. Johnston, 2003 Explores the ways that editorial content--from journalism and scholarship to films and infomercials--is developed, presented, stored, analyzed, and regulated around the world. Provides perspective and context about content, delivery systems, and their myriad relationships, as well as clearly drawn avenues for further research.

mass culture definition us history: Media & Culture Richard Campbell, Christopher R. Martin, Bettina Fabos, 2002 Rev. ed. of: *Media and culture*. 2nd ed. c2000. Includes bibliographical references (p. 575-582) and index.

mass culture definition us history: An Introduction to Popular Culture in the US Jenn Brandt, Callie Clare, 2018-01-25 The first introductory textbook to situate popular culture studies in the United States as an academic discipline with its own history and approach to examining American culture, its rituals, beliefs, and the objects that shape its existence.

Back to Home: <https://fc1.getfilecloud.com>