



# CULTURAL STUDIES

**SAGE** was founded in 1965 by Sara Miller McCune to support the dissemination of usable knowledge by publishing innovative and high-quality research and teaching content. Today, we publish over 900 journals, including those of more than 400 learned societies, more than 800 new books per year, and a growing range of library products including archives, data, case studies, reports, and video. SAGE remains majority-owned by our founder, and after Sara's lifetime will become owned by a charitable trust that secures our continued independence.

Los Angeles | London | New Delhi | Singapore | Washington DC | Melbourne

# CULTURAL STUDIES

theory and practice

5th edition

CHRIS BARKER  
EMMA A. JANE

 SAGE

Los Angeles | London | New Delhi  
Singapore | Washington DC | Melbourne



Los Angeles | London | New Delhi  
Singapore | Washington DC | Melbourne

SAGE Publications Ltd

1 Oliver's Yard  
55 City Road  
London EC1Y 1SP

SAGE Publications Inc.

2455 Teller Road  
Thousand Oaks, California 91320

SAGE Publications India Pvt Ltd

B 1/1 1 Mohan Cooperative Industrial Area  
Mathura Road  
New Delhi 110 044

SAGE Publications Asia-Pacific Pte Ltd

3 Church Street  
#10-04 Samsung Hub  
Singapore 049483

---

Editor: Chris Rojek

Editorial assistant: Delayna Spencer

Production editor: Katherine Haw

Copyeditor: Kate Campbell

Proofreader: Audrey Scriven

Indexer: Martin Hargreaves

Marketing manager: Lucia Sweet

Cover design: Shaun Mercier

Typeset by: C&M Digital (P) Ltd, Chennai, India

Printed and bound in Great Britain by Bell and  
Bain Ltd, Glasgow

© Chris Barker and Emma A. Jane 2016

This edition first published 2016

First edition published 2000, reprinted 2002, 2003

Second edition published 2003, reprinted 2004, 2005, 2006

Third edition published 2007, reprinted 2008 twice, 2009, 2010  
twice

Fourth edition published 2012

Apart from any fair dealing for the purposes of research or private study, or criticism or review, as permitted under the Copyright, Designs and Patents Act, 1988, this publication may be reproduced, stored or transmitted in any form, or by any means, only with the prior permission in writing of the publishers, or in the case of reprographic reproduction, in accordance with the terms of licences issued by the Copyright Licensing Agency. Enquiries concerning reproduction outside those terms should be sent to the publishers.

**Library of Congress Control Number: 2011923544**

**British Library Cataloguing in Publication data**

A catalogue record for this book is available from  
the British Library

ISBN 978-1-4739-1944-0

ISBN 978-1-4739-1945-7 (pbk)

At SAGE we take sustainability seriously. Most of our products are printed in the UK using FSC papers and boards. When we print overseas we ensure sustainable papers are used as measured by the PREPS grading system. We undertake an annual audit to monitor our sustainability.

‘It is a pleasure to welcome a new edition of *Cultural Studies*, the most comprehensive, dispassionate and insightful treatment of this turbulent field. With Emma Jane’s additions, new topics are opened up with a sure-footed adventurousness that is both scholarly and thought-provoking, adding a distinctive update to a reliable resource.’

**John Hartley, Curtin University Australia, Cardiff University Wales, author of *A Short History of Cultural Studies* (Sage)**

‘This book presents a magisterial overview of Cultural Studies, and of studies of culture more broadly. It synthesises a bewildering range of writers and ideas into a comprehensible narrative. It’s respectful to the history of ideas and completely cutting edge. I learned a lot – you will too.’

**Alan McKee, Professor at the University of Technology in Sydney, author of *FUN! What Entertainment Tells Us about Living a Good Life* (Palgrave Macmillan, 2016)**

‘The role of culture in spatial, digital and political settings is a vital aspect of contemporary life. Barker and Jane provide an excellent introduction to Cultural Studies’ relationship to these core issues, both through a clear explanation of key concepts and thinkers, alongside well chosen examples and essential questions.’

**David O’Brien, Senior Lecturer, Cultural Policy, Goldsmith’s College University of London**

‘The 5th edition of *Cultural Studies* by Chris Barker and Emma A. Jane has been carefully and reflectively updated to keep abreast of the ongoing kaleidoscopic changes in culture and cultural theory. Particularly noteworthy is the heavily updated chapter on digital media and the section on digital youth culture, where new terms and theories are presented. The book is very pedagogical in its use of bullet-points, summaries, and questions which provoke critical reflection. I fully endorse this new edition of the book and warmly recommend it as an extremely valuable teaching and learning resource!’

**Antoinette Fage-Butler, Associate Professor, Aarhus University, Denmark**



# CONTENTS

<i>About the Authors</i>	xxix
<i>Preface by Chris Barker</i>	xxx
<i>Acknowledgements</i>	xxxiii

## **PART 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 6

The Centre for Contemporary Cultural Studies 7

Disciplining cultural studies 7

Criticizing cultural studies 8

#### KEY CONCEPTS IN CULTURAL STUDIES 9

Culture and signifying practices 9

Representation 10

Materialism and non-reductionism 11

Articulation 11

Power 12

Ideology and popular culture 12

Texts and readers 13

Subjectivity and identity 13

#### THE INTELLECTUAL STRANDS OF CULTURAL STUDIES 14

Marxism and the centrality of class 14

*Capitalism* 15

*Marxism and cultural studies* 16

Culturalism and structuralism 17

*Culture is ordinary* 17

*Structuralism* 18



<i>Deep structures of language</i>	18
<i>Culture as 'like a language'</i>	19
Poststructuralism (and postmodernism)	21
<i>Derrida: the instability of language</i>	21
<i>Foucault and discursive practices</i>	22
<i>Anti-essentialism</i>	23
<i>Postmodernism</i>	24
Psychoanalysis and subjectivity	25
<i>The Freudian self</i>	25
<i>The Oedipus complex</i>	25
The politics of difference: feminism, race and postcolonial theory	27
<i>Feminism</i>	27
<i>Race, ethnicity and hybridity</i>	28
THE NEW CULTURAL STUDIES PROJECT	28
CENTRAL PROBLEMS IN CULTURAL STUDIES	29
Language and the material	29
The textual character of culture	30
The location of culture	31
How is cultural change possible?	32
Rationality and its limits	33
The character of truth	34
QUESTIONS OF METHODOLOGY	35
Key methodologies in cultural studies	35
<i>Ethnography</i>	36
<i>Textual approaches</i>	39
<i>Reception studies</i>	41
<i>The place of theory</i>	42
Summary	42
<b>2 QUESTIONS OF CULTURE AND IDEOLOGY</b>	<b>44</b>
CULTURE WITH A CAPITAL C: THE GREAT AND THE GOOD IN THE LITERARY TRADITION	45
Leavisism	46
CULTURE IS ORDINARY	46
The anthropological approach to culture	47
Culturalism: Hoggart, Thompson, Williams	49
<i>Richard Hoggart: The Uses of Literacy</i>	49

<i>John Hartley: The Uses of Digital Literacy</i>	50
<i>Edward Thompson: The Making of the English Working Class</i>	50
<i>Raymond Williams and cultural materialism</i>	51
HIGH CULTURE/LOW CULTURE: AESTHETICS AND THE COLLAPSE OF BOUNDARIES	53
A question of quality	53
Form and content	54
Ideological analysis	55
The problem of judgement	57
<i>Mass culture: popular culture</i>	57
<i>Culture as mass deception</i>	58
<i>Criticisms of the Frankfurt School</i>	59
<i>Creative consumption</i>	59
<i>Popular culture</i>	60
<i>Evaluating the popular</i>	62
<i>The popular is political</i>	63
CULTURE AND THE SOCIAL FORMATION	64
Marxism and the metaphor of base and superstructure	64
<i>The foundations of culture</i>	65
<i>Culture as class power</i>	66
<i>The specificity of culture</i>	66
Williams: totality and the variable distances of practices	66
Relative autonomy and the specificity of cultural practices	67
<i>Althusser and the social formation</i>	67
<i>Relative autonomy</i>	68
<i>Articulation and the circuit of culture</i>	69
<i>Two economies</i>	70
THE QUESTION OF IDEOLOGY	71
Marxism and false consciousness	71
Althusser and ideology	72
<i>Ideological state apparatuses</i>	73
<i>The double character of ideology</i>	73
<i>Althusser and cultural studies</i>	74
Gramsci, ideology and hegemony	75
<i>Cultural and ideological hegemony</i>	75
<i>Ideology and popular culture</i>	76
The instability of hegemony	77
<i>Gramscian cultural studies</i>	78

The problems of hegemony and ideology	79
<i>Hegemony and fragmentation</i>	79
<i>Hegemony and power</i>	79
<i>Progressive hegemony</i>	80
<i>Ideology as power</i>	80
<i>Ideology and misrecognition</i>	81
<i>What is ideology?</i>	82
Summary	83
<b>3 CULTURE, MEANING, KNOWLEDGE: THE LINGUISTIC TURN IN CULTURAL STUDIES</b>	<b>85</b>
SAUSSURE AND SEMIOTICS	86
Signifying systems	86
Cultural codes	88
BARTHES AND MYTHOLOGY	89
‘Myth today’	90
Polysemic signs	92
Poststructuralism and intertextuality	93
DERRIDA: TEXTUALITY AND <i>DIFFÉRANCE</i>	94
Nothing but signs	94
<i>Différance</i>	96
Derrida’s postcards	97
Strategies of writing	97
Deconstruction	97
Derrida and cultural studies	100
FOUCAULT: DISCOURSE, PRACTICE AND POWER	101
Discursive practices	102
Discourse and discipline	102
The productivity of power	103
The subjects of discourse	105
POST-MARXISM AND THE DISCURSIVE CONSTRUCTION OF THE ‘SOCIAL’	107
Deconstructing Marxism	107
The articulated social	108
LANGUAGE AND PSYCHOANALYSIS: LACAN	109
The mirror phase	110
The symbolic order	111

The unconscious as ‘like a language’	111
Problems with Lacan	112
LANGUAGE AS USE: WITTGENSTEIN AND RORTY	113
Wittgenstein’s investigations	113
<i>Language as a tool</i>	113
<i>Language-games</i>	113
<i>Lyotard and incommensurability</i>	114
Rorty and the contingency of language	116
<i>Anti-representationalism</i>	116
<i>Truth as social commendation</i>	117
<i>Describing and evaluating</i>	118
<i>Culture as conversation</i>	121
DISCOURSE AND THE MATERIAL	122
Indissolubility	122
Languages for purposes	123
Summary	124
<b>4 BIOLOGY, THE BODY AND CULTURE</b>	<b>125</b>
THE PROBLEM OF REDUCTIONISM	126
Forms of reduction	126
Holism	127
THE CAPABILITIES OF SCIENCE	128
Languages for purposes	131
THE CULTURED BODY	132
A body of theory	134
The medical body	136
GENETIC ENGINEERING	138
The ethical controversy	139
Research within cultural studies	139
Cognitive enhancement	140
THE EVOLVED BODY OF BIOLOGY	142
Natural selection and the place of genes	143
EVOLUTIONARY CULTURE	143
Evolutionary psychology	143
The evolved brain	144

Some implications for cultural studies	145
Neurophilosophy and the law	147
<b>BIOLOGY AND CULTURE: THE CASE OF EMOTIONS</b>	<b>148</b>
Understanding emotion	149
<i>Evolution and emotion</i>	149
<i>The emotional brain</i>	149
<i>Cognition, culture and emotion</i>	150
<i>The cultural construction of emotion</i>	150
<i>The circuit of emotion</i>	151
Emotion as experience	154
<i>Identity and emotion</i>	154
The happiness movement	155
<i>Philosophy and the pursuit of unhappiness</i>	155
<i>Culture and happiness</i>	156
<i>Cultural studies, happiness and power</i>	157
<b>MEME THEORY</b>	<b>157</b>
Internet memes	158
Summary	160
<b>PART TWO: THE CHANGING CONTEXT OF CULTURAL STUDIES</b>	<b>161</b>
<b>5 A NEW WORLD DISORDER?</b>	<b>163</b>
<b>ECONOMY, TECHNOLOGY AND SOCIAL CLASS</b>	<b>164</b>
Fordism	164
Post-Fordism	167
<i>Reorganizing labour</i>	168
Neo-Fordism	169
' <i>New Times</i> '	170
Post-industrial society and the reconfiguration of class identities	173
<i>The rise of the service class</i>	173
Disorganized capitalism	174
Organized capitalism	175
Deconcentration and deindustrialization	176
Patterns of consumption	176
<i>Postmodernization</i>	177

The question of determination	178
Affluenza?	179
e-capitalism, iCommerce and freelabour.com	181
Empowerment, addiction and affect	183
Netslaves and cyberdrol	184
GLOBALIZATION	185
The dynamism of modernity	186
Global economic flows	187
Global cultural flows	188
Disjunctive flows	189
Homogenization and fragmentation	190
<i>Cultural imperialism and its critics</i>	190
<i>Hybridity and complex cultural flows</i>	191
<i>Glocalization</i>	192
<i>Creolization</i>	193
<i>Globalization and power</i>	193
<i>Modernity as loss</i>	194
Global climate change	197
<i>Cultural studies and climate change</i>	199
<i>Climate change, agency and conspiracy culture</i>	201
THE STATE, POLITICS AND NEW SOCIAL MOVEMENTS	203
The decline of the nation-state and the end of history?	204
<i>Form and competence</i>	205
<i>Autonomy</i>	206
<i>Legitimation</i>	206
<i>The end of history?</i>	207
New Social Movements	208
<i>Displacing class?</i>	208
<i>Life-politics</i>	209
<i>Symbolic communities</i>	210
Summary	211
<b>6 ENTER POSTMODERNISM</b>	<b>213</b>
DEFINING THE TERMS	213
THE INSTITUTIONS OF MODERNITY	214
The Industrial Revolution	214
Surveillance	215

The dynamism of capitalist modernity	215
The nation-state and military power	216
MODERNISM AND CULTURE	216
Modernism as a cultural experience	217
<i>Risk, doubt and reflexivity</i>	217
<i>The flâneur</i>	218
<i>The dark side of modernity</i>	218
Modernism as aesthetic style	219
<i>The problems of realism</i>	220
<i>Fragmentation and the universal</i>	221
<i>The cultural politics of modernism</i>	222
<i>Modernisms</i>	222
MODERN AND POSTMODERN KNOWLEDGE	223
The enlightenment project	223
<i>Scientific management</i>	223
<i>Marxism as enlightenment philosophy</i>	224
<i>Scientific laws and the principle of doubt</i>	224
The critique of the Enlightenment	225
<i>Foucault</i>	226
Postmodernism as the end of grand narratives	229
The end of epistemology	230
<i>Relativism or positionality?</i>	231
THE PROMISE OF POSTMODERNISM (OR MODERNITY AS AN UNFINISHED PROJECT?)	231
Politics without foundations	232
Modernity as an unfinished project	232
The public sphere	233
A normative project	234
POSTMODERN CULTURE	234
The reflexive postmodern	234
Postmodernism and the collapse of cultural boundaries	235
<i>Bricolage and intertextuality</i>	237
<i>The aestheticization of everyday life</i>	238
<i>Postmodern aesthetics in television</i>	238
<i>Postmodern detectives and gangsters</i>	239
<i>The cartoon postmodern</i>	240
Culture jamming	240
<i>Subverting adverts</i>	242

Evaluating postmodern culture	242
<i>Depthless culture</i>	243
<i>Implosions and simulations</i>	243
<i>The cultural style of late capitalism</i>	244
Transgressive postmodernism	245
<b>AFTER POSTMODERNISM</b>	<b>247</b>
The post-postmodernist sensibility	248
Why post-postmodernism?	249
Postmodernism? So five minutes ago...	249
Problematizing post-postmodernism	250
<i>The dominant, residual and emergent</i>	250
The name game	251
<i>Metamodernism</i>	251
<i>The planetary turn and cosmodernism</i>	252
<i>Performatism</i>	252
<i>Altermodernism</i>	252
<i>Digimodernism</i>	253
<i>Ultramodernity</i>	253
<i>Hypermodernity</i>	253
The cultural post-postmodern	254
Summary	255
Postmodern Generator skills test answer	256
<b>PART THREE: SITES OF CULTURAL STUDIES</b>	<b>257</b>
<b>7 ISSUES OF SUBJECTIVITY AND IDENTITY</b>	<b>259</b>
SUBJECTIVITY AND IDENTITY	259
Personhood as a cultural production	260
Essentialism and anti-essentialism	261
Self-identity as a project	261
Social identities	262
THE FRACTURING OF IDENTITY	263
The enlightenment subject	263
The sociological subject	264
The postmodern subject	265
Social theory and the fractured subject	265
<i>The historical subject of Marxism</i>	266
<i>Psychoanalysis and subjectivity</i>	266



<i>Feminism and difference</i>	268
<i>Language and identity</i>	268
<i>The Foucauldian subject</i>	269
The articulated self	271
<i>Anti-essentialism and cultural identity</i>	271
<i>The articulation of identities</i>	273
<i>Sites of interaction</i>	274
Posthumanism	275
AGENCY AND THE POLITICS OF IDENTITY	277
The question of agency	277
<i>Foucault and the problem of agency</i>	277
<i>Giddens and structuration theory</i>	279
<i>The duality of structure</i>	280
The concept of agency	280
<i>Agency as making a difference</i>	281
<i>Choice and determination</i>	281
<i>Modes of discourse</i>	282
<i>Originality</i>	283
<i>Innovation and change</i>	283
Anti-essentialism, feminism and the politics of identity	284
<i>Biology as discourse</i>	284
<i>Sex and gender</i>	285
<i>Is a universal feminism possible?</i>	286
<i>The project of feminism</i>	288
<i>Creating 'new languages'</i>	289
Challenging the critique of identity	290
<i>Strategic essentialism</i>	290
<i>Universalism as discourse</i>	291
<i>'Practical' vs. 'symbolic' politics</i>	292
Summary	294
<b>8 ETHNICITY, RACE AND NATION</b>	<b>295</b>
RACE AND ETHNICITY	296
Racialization	296
Different racisms	297
The concept of ethnicity	298
Ethnicity and power	299
NATIONAL IDENTITIES	301
The nation-state	301
Narratives of unity	301

The imagined community	303
Criticisms of Anderson	303
DIASPORA AND HYBRID IDENTITIES	304
The idea of a diaspora	304
The Black Atlantic	305
Types of hybridity	306
The hybridity of all culture	307
Hybridity and British Asians	307
<i>From 'sojourners to settlers'</i>	307
<i>Switching cultural codes</i>	308
<i>Multiple identities</i>	309
<i>Intersections and boundary crossings</i>	309
<i>Weaving the patterns of identity</i>	312
RACE, ETHNICITY, REPRESENTATION	313
Savages and slaves	314
Plantation images	314
The criminalization of black Britons	315
Orientalism	316
Islam	316
<i>American extremists, Muslim moderates</i>	317
<i>Domestic Muslims</i>	318
<i>Muslim women in the media</i>	319
<i>Funny jihad</i>	319
Television and the representation of race and ethnicity	321
<i>Whites only</i>	321
<i>Stereotyped representations</i>	322
<i>Signs of change</i>	322
<i>Menace to society</i>	323
<i>Assimilationist strategies</i>	324
<i>Post-race?</i>	324
<i>The ambiguities of representation</i>	326
<i>The new ghetto aesthetic</i>	327
<i>EastEnders</i>	328
<i>I'll Fly Away</i>	328
<i>Little Mosque on the Prairie</i>	328
<i>Representation = misrepresentation?</i>	329
Cyberspace and race	330
<i>The world white web</i>	331
Race and the biotechnical turn	331
<i>The politics of skin colour</i>	333

The question of positive images	334
<i>Bad Muslim/good Muslim</i>	335
Postcolonial literature	338
<i>Models of postcolonial literature</i>	338
<i>Domination and subordination</i>	339
<i>Hybridization and creolization</i>	339
Summary	341
<b>9 SEX, SUBJECTIVITY AND REPRESENTATION</b>	<b>342</b>
FEMINISM AND CULTURAL STUDIES	342
Patriarchy, equality and difference	343
Feminist 'waves'	344
<i>The limits of the 'wave' metaphor</i>	345
Liberal and socialist feminism	345
Difference feminism	345
Black and postcolonial feminism	346
Poststructuralist feminism	346
Feminist gains	347
Postfeminism	347
<i>The more things change, the more they stay the same</i>	348
Everyday sexism	349
<i>Street harassment</i>	349
SEX, GENDER AND IDENTITY	350
Sex, science and culture	351
<i>Breaking down the binary</i>	352
<i>Gender division and culture</i>	352
<i>Sex, gender and language</i>	353
<i>A third gender</i>	353
<i>Sex and spectrums</i>	353
<i>Testosterone</i>	354
<i>Sex and the brain</i>	354
<i>So are there ANY differences between females and males?</i>	355
<i>Reconciling nature and nurture</i>	355
Women's difference	357
Irigaray and womanspeak	357
The social construction of sex and gender	358
Sex as a discursive construct	359

SEXED SUBJECTS	360
Foucault: subjectivity and sexuality	360
<i>Sex and the discursive construction of the body</i>	360
<i>The feminist critique of Foucault</i>	361
<i>Ethics and agency</i>	361
Psychoanalysis, feminism and sexed subjectivity	362
<i>Regulating sexuality</i>	362
<i>Chodorow: masculinity and femininity</i>	363
<i>Phallogentric psychoanalysis</i>	363
<i>Julia Kristeva: the semiotic and the symbolic</i>	364
Judith Butler: between Foucault and psychoanalysis	365
<i>The performativity of sex</i>	366
<i>Identification and abjection</i>	367
<i>Drag: recasting the symbolic</i>	367
<i>The discipline and the fiction of identity</i>	369
Queer theory	369
<i>Alphabet soup</i>	369
<i>'The transgender tipping point'</i>	370
<i>Terms in transition</i>	371
<i>Transphobic feminists?</i>	371
MEN AND MASCULINITY	374
Problematic masculinity	376
The roots of male addiction	376
The 'betrayal' of the modern man	377
GENDER, REPRESENTATION AND MEDIA CULTURE	378
Images of women	378
<i>The bitch, the witch and the matriarch</i>	379
<i>Affirmation and denial</i>	379
<i>Women of Bollywood</i>	380
<i>The Taming of the Shrew</i>	380
<i>Gendered toys</i>	382
<i>Colour coding</i>	383
<i>Barbie</i>	383
<i>Adventure Time</i>	384
<i>The problem of accuracy</i>	386
Subject positions and the politics of representation	386
<i>The slender body</i>	387
<i>Leaning in to capitalism</i>	387

<i>Madonna's performance</i>	389
<i>Raunch culture</i>	389
<i>Sex positive feminism</i>	390
Lady Gaga	391
<i>Gaga and Madonna</i>	391
<i>Gagalogy</i>	391
<i>Is 'it' a woman or a man?</i>	392
<i>Gaga feminism</i>	392
<i>Not so gaga over Gaga</i>	393
Gender in cyberspace	394
<i>Cyborg manifesto</i>	395
<i>Gendered cyberhate</i>	397
<i>Feminist digilantism</i>	398
The question of audiences	398
Summary	399
<b>10 TELEVISION, TEXTS AND AUDIENCES</b>	<b>400</b>
TELEVISION TODAY	400
Bad television, good television	401
TELEVISION AS TEXT: NEWS AND IDEOLOGY	403
Putting reality together	404
The manipulative model	406
The pluralist model	406
The hegemonic model	407
Agenda setting	407
Gulf War news	408
<i>Al Jazeera</i>	409
<i>Institutional culture</i>	410
Presentational styles	410
SOCIAL MEDIA AND NEWS REPORTING	411
Changes in conventional media	412
<i>Twitter and Iran</i>	412
<i>A digital president</i>	413
<i>BuzzFeed investigates</i>	413
<i>Ambient journalism and accidental news junkies</i>	414
<i>Infotainment</i>	415
<i>Real fake news</i>	415
<i>Greenscreen deconstruction</i>	416

TELEVISION AS TEXT: SOAP OPERA AS POPULAR TELEVISION	417
Soap opera as a genre	417
Women and soap opera	419
Soap opera and the public sphere	420
Jane the Virgin	420
TELEVISION STORY-TELLING IN THE 21 <sup>ST</sup> CENTURY	421
Temporal teasing	422
Reality television	423
<i>Reality 101</i>	424
<i>Subgenres of reality TV</i>	424
<i>Constructed reality</i>	425
<i>The case against reality television</i>	425
<i>The case for reality television</i>	426
<i>Keeping Up with the Kardashians's</i> pop cultural impact	427
THE ACTIVE AUDIENCE	428
Encoding–decoding	429
The <i>Nationwide</i> audience	431
Watching <i>Dallas</i>	431
Online fans	432
Fandom	432
<i>Bronies</i>	433
Antifandom	433
Ideology and resistance	434
TELEVISION AUDIENCES AND CULTURAL IDENTITY	435
The export of meaning	435
Localizing the global	436
Audiences, space and identity	437
<i>Family space and global space</i>	438
THE GLOBALIZATION OF TELEVISION	439
Television and developing nations	440
The political economy of global television	440
<i>Synergy and television ownership</i>	441
<i>Deregulation and reregulation</i>	442
<i>Rethinking regulation</i>	443
GLOBAL ELECTRONIC CULTURE	443
Media imperialism	444

Regionalization	444
The global and the local	445
Global postmodern culture	446
Consumer culture	447
Hyperreality and TV simulations	448
Creative consumption	448
WHEN TV ISN'T ON TELEVISION	449
An audio-visual buffet	449
Convergence culture	450
Digital streaming	450
Box sets and bingeing	451
THE DEATH OF TELEVISION?	452
The tyranny of TV ratings systems	453
From product placement to digital insertion	454
The continuing relevance of studying television's cultural politics	454
Summary	456
<b>11 DIGITAL MEDIA CULTURE</b>	<b>457</b>
A DIGITAL REVOLUTION	457
Bowing down to your expertise	458
DIGITAL MEDIA 101	458
www.happybirthday.com	459
The network society	459
Web versions	460
Nets, webs and grids	460
What makes digital technology so revolutionary?	461
Techno utopias and dystopias	461
' <i>You have no sovereignty where we gather</i> '	461
<i>Cyberspace</i>	462
<i>Big e-Brother</i>	462
<i>Techno panic?</i>	462
<i>Digital dualism</i>	463
<i>The ordinary internet</i>	463
<i>We don't do things on the internet, we just do things</i>	464
DIGITAL DIVIDES	465
Digital citizenship	466
<i>Access barriers</i>	467

<i>Social status and patterns of usage</i>	467
<i>Power laws</i>	468
CYBERSPACE AND DEMOCRACY	469
The democratic vision	469
<i>Intertextual hypertext</i>	470
<i>Passionate public spaces</i>	471
<i>Agonism online</i>	472
Cyberactivism	473
<i>The blogosphere</i>	474
<i>Slacktivism</i>	475
<i>Hybrid social movements</i>	476
<i>Blackouts</i>	476
<i>Fan activists</i>	477
<i>Meme wars</i>	477
The limitations to cyber democracy	478
<i>Cyber capitalism and democracy</i>	479
<i>Intellectual property</i>	480
<i>Creative Commons</i>	481
<i>China</i>	481
<i>Hate sites</i>	483
<i>Social media and radicalization</i>	483
Democracy in the balance	484
THE CULTURAL POLITICS OF INFORMATION	485
An information overload	485
<i>Search culture</i>	485
<i>The internet ate my brain</i>	486
<i>The right to be forgotten</i>	488
An information deficit	489
<i>Filter bubbles</i>	489
<i>Internet autism</i>	490
<i>Cloaking</i>	491
<i>The web is deep and also sometimes dark</i>	492
I spy with my little eye, some things beginning with 's'...	493
<i>Dataveillance</i>	494
<i>Edward Snowden</i>	494
<i>Enemies of the Internet</i>	495
<i>Sousveillance</i>	496
THE GLOBAL INFORMATION ECONOMY	498
The information economy	499



Convergence and the mobile phone	499
<i>Mobile culture</i>	500
<i>The mobile web</i>	501
The corporate colonization of cyberspace	503
<i>Googled</i>	503
<i>Economic surveillance</i>	504
Digital imperialism	504
Labour and ICTs	505
Playbour	506
<i>Labour and the network society</i>	506
Environmental issues	508
<i>Lethal gadgets</i>	508
<i>The internet of things</i>	509
<i>Digital footprints</i>	509
If the internet is broken, can it be fixed?	511
Summary	512
<b>12 CULTURAL SPACE AND URBAN PLACE</b>	<b>513</b>
SPACE AND PLACE IN CONTEMPORARY THEORY	513
Time-geography	514
Time-space	515
Space and place	516
The sociospatial approach	517
The social construction of place	517
<i>Gendered space</i>	518
<i>The multiple spaces of Lagos</i>	519
CITIES AS PLACES	520
Rural cultural studies	521
The Chicago School	521
Criticisms of urban studies	523
POLITICAL ECONOMY AND THE GLOBAL CITY	523
Capitalism and the urban environment	523
Global cities	524
The post-industrial global city	525
THE SYMBOLIC ECONOMY OF CITIES	525
Cultural economics	526
Spatializing culture	527
The creative industries	529
<i>The rise of the creative class</i>	529

Privatizing public space	530
The public culture of private elites	530
Disney: fantasy and surveillance	531
THE POSTMODERN CITY	531
Postmodern urbanization	532
Urban change: suburbs and edge cities	534
Urban unrest	535
Fortress LA	536
The excitement of the city	537
CYBERSPACE AND THE CITY	538
Electronic urban networks	539
The informational city	540
Electronic homes in global space	541
Virtual cities – and their ruins	542
Private property in cyberspace	543
Sociospatiality and technology	544
THE CITY AS TEXT	545
Classified spaces	546
The city which is not one	547
Summary	548
<b>13 YOUTH, STYLE AND RESISTANCE</b>	<b>549</b>
THE EMERGENCE OF YOUTH	550
Youth as moratorium	550
Youth as a cultural classification	551
The ambiguity of youth	552
Trouble and fun	553
Endless youth	553
YOUTH SUBCULTURES	554
Subterranean values	554
Magical solutions	555
Homologies	556
<i>Motorbike boys</i>	556
Resistance through rituals	557
<i>The double articulation of youth</i>	557
<i>Skinheads and the reinvention of class</i>	558
<i>Signs of style</i>	558
<i>Critiques of subcultural theory</i>	560

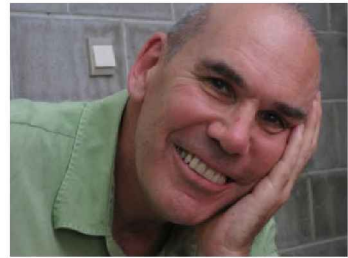
YOUTHFUL DIFFERENCE: CLASS, GENDER, RACE	560
The self-damnation of the working class	560
Gendered youth	561
<i>Another space for girls</i>	561
Riot Grrrls	563
Racialized youth	565
<i>The artifice of black hair</i>	566
SPACE: A GLOBAL YOUTH CULTURE?	567
Global rap and rave	568
Syncretic global youth	568
AFTER SUBCULTURES	570
The post-subcultural space of social media platforms	571
Media spotlights	572
Media devils and subcultural hero(in)es	572
Postmodernism: the end of authenticity	573
Postmodern bricoleurs	573
Claims to authenticity	574
Distinctions of taste	574
CREATIVE CONSUMPTION	575
Common culture	576
RESISTANCE REVISITED	576
Resistance is conjunctural	577
Resistance as defence	577
Inside the whale	578
Hiding in the light	578
Tactics and strategies	579
Banality in cultural studies	580
Resistance: the normative stance of cultural critics	581
DIGITAL YOUTH CULTURE	581
Digital music and really 'album-y' albums	582
<i>Crunching music's numbers</i>	582
Pro-ana online communities	583
Japanese anime fandom	585
Gamer cultures	586
<i>Research paths</i>	587
<i>Addicted to games?</i>	588
<i>Gaming and identity</i>	588
<i>Playing multiple identities</i>	589

	<i>Representation and regulation online</i>	590
	<i>Gaming and gender</i>	591
	<i>Gamergate</i>	592
	Remix culture	592
	<i>Bad Lip Reading</i>	594
	<i>The internet is made of cats</i>	594
	<i>The mysteries of YouTube millionaires, unboxing and 'first person toy porn'</i>	595
	<i>Fame 2.0</i>	596
	Summary	598
<b>14</b>	<b>CULTURAL POLITICS AND CULTURAL POLICY</b>	<b>600</b>
	CULTURAL STUDIES AND CULTURAL POLITICS	601
	Naming as cultural politics	601
	CULTURAL POLITICS: THE INFLUENCE OF GRAMSCI	602
	Winning hegemony	602
	The role of intellectuals	604
	Cultural studies as a political project	605
	Gramscian texts	606
	THE CULTURAL POLITICS OF DIFFERENCE	607
	New languages of cultural politics	607
	The politics of articulation	608
	No class-belonging	609
	The 'cut' in language	610
	DIFFERENCE, ETHNICITY AND THE POLITICS OF REPRESENTATION	611
	Invisibility and namelessness	611
	<i>Positive images</i>	611
	<i>Multiculturalism and anti-racism</i>	612
	<i>The politics of representation</i>	612
	DIFFERENCE, CITIZENSHIP AND THE PUBLIC SPHERE	613
	Habermas and the public sphere	613
	The democratic tradition	614
	Radical democracy	615
	QUESTIONING CULTURAL STUDIES	615
	The critique of cultural populism	615

A multiperspectival approach	616
The circuit of culture	617
THE CULTURAL POLICY DEBATE	618
Redirecting the cultural studies project	618
Governmentality	618
Culture and power	619
Foucault or Gramsci?	621
Policy and the problem of values	622
Shifting the command metaphors of cultural studies	622
The horizon of the thinkable	623
Criticism and policy	624
NEO-PRAGMATISM AND CULTURAL STUDIES	625
Pragmatism and cultural studies	625
Richard Rorty: politics without foundations	626
<i>Anti-representationalism</i>	626
<i>Anti-foundationalism</i>	626
<i>Contingency, irony, solidarity</i>	626
<i>Truth as social commendation</i>	627
<i>Forging new languages</i>	627
<i>Prophetic pragmatism</i>	628
<i>Private identities and public politics</i>	628
The implications of pragmatism for cultural studies	629
Summary	630
<i>Glossary: The Language-Game of Cultural Studies</i>	632
<i>References</i>	650
<i>Index</i>	703

# ABOUT THE AUTHORS

Chris Barker is a teacher and researcher with over 25 years experience. He has worked in a number of schools and universities in both England and Australia. He is currently Associate Professor of Cultural Studies at the University of Wollongong, NSW, Australia. Chris is the author of six previous books that are linked together by an interest in culture, meaning and communication. At present he is exploring questions of emotion in contemporary cultural life.



Emma A. Jane is a Senior Research Fellow in the School of the Arts and Media at the University of New South Wales, Australia. She is currently involved in two major research projects: one on gendered cyberhate, and another on the ethics of cognitive enhancement or 'smart drugs'. Prior to commencing her academic career, Emma spent nearly 25 years working in the Australian print, electronic, and online media. She has written seven previous books, most recently *Modern Conspiracy: The Importance of Being Paranoid* – co-authored with Chris Fleming and published by Bloomsbury in 2014.

