

PREFACE: A USER'S GUIDE TO THE *USER'S GUIDE* ix

ACKNOWLEDGMENTS xiii

CHAPTER 1—INTRODUCING POPULAR CULTURE 1

Approaching Popular Culture 1

Defining Popular Culture 2

What Is Culture? 3

What/Who Defines the Popular? 5

What Is Popular Culture? 7

The Politics of Popular Culture 9

Coffee as Popular Culture 12

The Representation of Coffee 13

The Production of Coffee 14

The Consumption of Coffee 17

Summary: And It All Boils Down to . . . What *Is* in a Cup of Coffee? 20

CHAPTER 2—THE HISTORY OF POPULAR CULTURE 23

Introduction: Taking It from the Streets 23

Making the Streets Safe for Commerce 25

Popular Recreation Before 1830 25

The Bonds of Community 26

Capitalism and the Industrial Revolution 27

Redefining Cultural Spaces 27

Industrialism 29

The Production of the Working Class 31

Popular Recreation and Resistance 34

Rational Recreation 34

Ambivalence, Appropriation, Resistance 36

Popular Culture and Politics 38

The Production of Commercial Mass Culture—The Birth of the Culture Industry 39

Technology	41
Regulation, Innovation, Consolidation	43
Continuities and Changes	47
The Organization and Commercialization of Sports	48
Back to the Streets	53
Summary	55
Suggestions for Further Reading	56

CHAPTER 3—REPRESENTATION AND THE CONSTRUCTION OF SOCIAL REALITY 57

Introduction: Constructing a Crisis—The Discourse of Violent Youth	57
Signification—The Production of Social Sense	59
Structuralist Theories of Representation	60
Mythologies	62
Reading the Headlines	63
Discourse and Power	65
Representing the Youth Crisis	65
The Construction of Youth	66
A New Kind of Criminality?	66
Making the News	69
Media and Youth Crime	72
Picturing Crime	72
Those “Pushy Squeegees”	74
Crime on TV	75
Victoria’s Not-So-Nice Secret	76
The Politics of Representation	78
Representing the Other: Gender and Race	79
Challenging Negative Representation	80
Beyond Representation: Who’s the Boss?	83
Contexts of Representation	83
The Myth of Mass Media Manipulation	84
What Do We Do with Texts? The Role of the Audience in Constructing Meaning	87
Encoding and Decoding	89
Representation in Contemporary Culture	91
Summary	94
Suggestions for Further Reading	94

CHAPTER 4—THE PRODUCTION OF POPULAR CULTURE 95

Introduction: The Business of Culture	95
“Money Changes Everything”: The Pitfalls of Thinking about Production	97
Economic versus Artistic Success	98
Walter Benjamin	100
The Culture Industry Thesis	101
The Frankfurt School	102
What Is the Culture Industry?	103
Culture, Experience, and the Culture Industry	104
Some Problems with the Culture Industry Thesis	110
How Is Culture Shaped by Economics? The Invention of Crisco	113
The Challenge for Procter & Gamble	114
Marketing Crisco	114
Shifting Modes of Cultural Production	116
The Evolution of Hollywood	116
Production and Meaning	121
Cultural Production Today	122
Lifestyle Marketing and Market Segmentation	124
Copyleft: Challenging Copyright	126
Digital Production	130
Summary	132
Suggestions for Further Reading	133

CHAPTER 5—THE CONSUMING LIFE 135

Introduction: Back to “Normal”	135
Consumption Patterns	137
A Brief History of Consumer Culture	139
Commodities and Desire	139
The Creation of Consumer Society: Advertising, Credit, Debt	140
Consumer Culture and Mass Culture	145
Consumption as Distinction	148
Consumption and Agency	149
Taste and Distinction	150
Consumption and Power	152
Consumption, Desire, and Pleasure	154
Making Meaning in Use	155
The Politics of Consumption	156
Shopping and Women	157
The Consequences of Consumption	162

A Different Kind of Consumer Culture	162
Authenticity and Co-optation: "The Merchants of Cool"	164
Summary	167
Suggestions for Further Reading	168

CHAPTER 6—IDENTITY AND THE BODY 169

Introduction: Identity—A Necessary Fiction?	169
The History of Identity—Some Different Theories	171
Identity and the Unconscious	171
Identity and Ideology	173
All Selves Are Not Created Equal	175
Identity and Power/Knowledge	176
The History of Sexuality	179
Summary of the Key Theories of Identity	180
Keeping the Story Straight? Representing Homosexuality on TV	181
Changing Our Bodies, Changing Ourselves?	184
Embodied Selves	184
The Human Body: Natural or Cultural?	186
Physical Capital and Social Status	190
Ingrained Habit—Culture Becoming Nature	192
Altered States	193
Enhancing/Producing the Healthy Body	193
What's Natural/Normal?	194
Transcending the Body?	196
Summary	198
Suggestions for Further Reading	198

CHAPTER 7—IDENTITY AND COMMUNITY 199

Introduction: Follow Your Heart or Honour Your Culture?	199
"The People Who Are Ours"	201
Ordinary Human Beings and Others	201
Like Us, Only . . . Worse	204
Cultural Symbols, Material Contexts	204
Collective Identity and Crisis	205
Modern Identities: Nation, Empire, and Race	206
I Am Canadian	207
Nations and Nationalism	211
Imagined Community, Invented Tradition	212
The Nation and Its Others	214
Nation and Gender	216

Nation and Empire	216
The West and the Rest	217
Orientalism—Then and Now	218
Race and Identity	220
Postcolonial Identities	222
Postcolonial Nationalism	222
Diaspora and Cultural Hybridity	225
Postnational Identities: Melted, Frozen, Reconstituted	228
Deterritorialization/Reterritorialization	230
Consumerism, Identity, and Resistance	232
Summary	235
Suggestions for Further Reading	236

CHAPTER 8—SUBCULTURES AND COUNTERCULTURES 237

Introduction: The Mainstream and Other Streams	237
Minority/Majority Relationships	239
Subcultures and Countercultures: What's the Difference?	241
Subcultures	242
Countercultures	243
Popular Representations of Subcultures and Countercultures	246
<i>Forrest Gump</i> : Subcultural Deviance	247
<i>Fight Club</i> : Fight the Power?	249
<i>Ghost World</i> : Being Ghostly	252
The Politics of Subcultures	254
Hiding in the Light	255
Avant-Garde Punk	257
The Invention of Skateboarding	259
Summary	261
Suggestions for Further Reading	261

CHAPTER 9—GLOBALIZATION AND POPULAR CULTURE 263

Introduction: What Is Globalization?	263
Is Globalization Real?	265
The Digital Revolution	265
Not Just One Thing, But a Collection of Processes	267
Economic Globalization	267
Globalization and Politics	273
The Technological Dimensions of Globalization	274
Globalization and Popular Culture	277
Culture and Space	277

Global Culture and Cultural Imperialism	279
The Noble Savage vs. Ronald McDonald	282
Defending Cultural Sovereignty: The Case of Canada	286
Mass Culture and New Cultural Forms	291
Summary	292
Suggestions for Further Reading	293

CHAPTER 10—WHY STUDY POPULAR CULTURE? A BRIEF HISTORY OF CULTURAL STUDIES 295

Introduction: Why This? Why Now? Why Me?	295
Popular Culture Invades the Classroom	296
Sneaking in Through the Back Door	297
The Democratization of Culture	298
The Americanization of Popular Culture	299
The Decolonization of Culture	301
What's an Education For?	301
Feminism and Cultural Studies	301
Culture Wars	303
Culture and Economics—The Postindustrial Revolution	304
A Couple of Final Arguments for the Importance of Studying Popular Culture	305
Summary	306
Suggestions for Further Reading	307
Glossary	309
Works Cited	323
Index	333
Credits	345

- 2001 Summit of the Americas, 6
 24, 92, 219
A Clockwork Orange, 257
A Contribution to a Critique of Political Economy, 139
A Trip to the Moon, 117
Adbusters, 251
 Adorno, Theodor, 92, 102, 103, 104, 106, 107, 108, 109
 Advertising agencies, 115, 144
 Advertising, 19–20, 103, 104
 Bell Canada ad, 274
 Benetton ads, 233, 234
 branding, 143–144
 Cadillac ad, 124
 capitalism, 143
 consumerism, 142–144
 Gap ads, 233
 ideology of race and nation, 214
 Molson Canadian ad, 207
 nationalist discourse, 207, 208
 Nike ads, 233
 product packaging, 142
 subliminal, 143, 300
 Tim Hortons ad, 19
 Affirmationist strategies, 81
 Affleck, Casey, 61
 African nationalism, 222–223
 Agency, 90, 299
 consumption, 149–150
 and identity, 171, 195–196
 Agents, 201
 Aguilera, Christina, 107
Aladdin, 219
 Alcohol, 14, 37–38
Alias, 92
 Allen, Woody, 188
 Allotments, 28
 Althusser, Louis, 173, 174
 Amateur sports, 52, 54
American Beauty, 238
 American nationalism, 223
 American popular culture, 47
 American Tobacco, 269
 Anderson, Benedict, 212, 227, 234
 Anonymity, 29
 Anti-globalization protests, 283
 Anti-trust legislation, 269
 AOL Time, 270
 Appropriation, 155
 Arnold, Matthew, 35, 101, 156, 213, 297, 301, 303
 Art museums, 5–6
 Assembly-line labour, 30
 Assimilation, strategies, 81
 AT&T, 269
 Atomization, 30
 Atwood, Margaret, 288
 Authenticity, 9, 164–167
 Barbie Doll, 196
 Barthes, Roland, 62, 63, 143
 Baudrillard, Jean, 188
 Bauer, Gary, 84
 Bauman, Balibar, 231
 Bauman, Zygmunt, 212, 280
Baywatch, 5, 7
 Beckham, David, 166
Behind the Music, 246
 Bell Canada ad, 274
 Bell Globemedia, 271
 Benetton ads, 233, 234
 Benjamin, Walter, 100, 160
 Bentham, Jeremy, 178
 Berger, John, 74
 Berland, Jody, 300
 Berlin Conference, 222
 Bertelsmann, 270
 Bhabha, Homi, 227
 Binary opposition, 62, 79, 302
 Birmingham Centre for Contemporary Cultural Studies, 302, 303
 Black Power movement, 231
 Black, Conrad, 70
Blade Runner, 197
 Blair Tony, 187

- Blaxploitation, 232
- Blepharoplasty, 195
- Blockbuster era, 116, 120–121, 123
- Blood sports, 26, 37–38
- Body modification, 193–197
 - diet and exercise, 194–195
 - health care, 193–194
 - politics of, 195–196
- Bond, James, 93
- Bonnie and Clyde*, 120
- Bourdieu, Pierre, 151, 152, 161, 190–191, 297, 304
- Boyz N the Hood*, 82
- Branding, 143–144
- Branson, Gill, 112
- Briggs, Asa, 46
- Brooker, Peter, 187
- Bullying, 87
- Burgess, Anthony, 257
- Bush, George, 263
- Butler, Judith, 159, 176
- Caffeine, effects of, 15
- Canada Post, 270
- Canadian Broadcasting Corporation (CBC), 288
- Canadian culture, 287
- Canadian identity, 287
- Canadian Radio-television and Telecommunications Commission (CRTC), 288
- Canadian Safe Schools Network, 58
- Canadian studies, 300
- CanWest Global Communications Corp. 271
- Capitalism, 9, 10
 - advertising, 143
 - definition of, 10
 - Industrial Revolution, 27–34
 - Napster, 11
 - overproduction, 140
 - popular culture, 11
 - postmodern, 10
 - recording industry, 11
- Carnegie Steel, 269
- Catholics, 201, 202, 203, 204
- Cell phone, 274
- Centre for Contemporary Cultural Studies, 299
- Chambers, Iain, 181
- Chaplin, Charlie, 46
- Chartist movement, 33,
- Cher, 258
- Ciuriak, Nadia, 23, 53, 55
- Civil liberties, 206
- Civil Rights movement, 231
- Clarke, John, 67
- Class, 280
 - consciousness, 31
 - definition, 31
 - elements of, 31
 - working-class consciousness, 31–33
- CNN, 71, 274
- Coffee, 1
 - as cash crop, 16
 - coffeehouse, 16
 - colonialism, 16–17
 - consumption of, 17–20
 - effects of caffeine, 15
 - Industrial Revolution, 16
 - Kraft, 17
 - lifestyle of postindustrial society, 15
 - mythology of, 14, 18–20
 - Nestlé, 17
 - popular culture of, 12–21
 - Procter & Gamble, 17
 - production of, 14–15
 - representation of, 13
 - Sara Lee, 17
 - Starbucks, 13, 20
 - Tim Hortons, 13
 - in Western Culture, 15–16
- Coffeehouse, 16
 - Lloyd's of London, 16
- Cohen, Stan, 69
- Cold War, 263, 265, 300
- Collective identity, 201–206, 235
 - crisis, 205–206
 - September 11, 2001, 206
 - cultural symbols, 204–205
 - ex-nomination, 203
 - stereotype, 203
- Colonial discourse, 218
- Colonialism, 217, 222. *See also* European colonialism
 - and coffee, 16–17
 - as cultural project, 217–218
 - as diasporic process, 225–226
- Columbine, 86, 87, 93
- Commercial mass culture, 39–47
 - professional sports, 51–53
 - regulation of, 43–47
 - technology, 41–43
- Commercial value, 9
- Commodification, 155
- Commodities
 - definition, 140
- Commodity fetishism, 17
- Communication revolution, 264
- Communication studies, 300
- Community
 - fragmentation of, 27
 - and recreation, 25, 26
- Computer software copyright, 129–130

- Conditioning
 - classical, 85
 - operant, 85–86
- Consensus of new production, 71
- Conspicuous consumption, 151, 164
- Consumer confidence index, 137, 138
- Consumer culture. *See* Consumer society
- Consumer society
 - consumerism, 140
 - corporations, 146, 147
 - credit and debt, 144–145
 - department stores, 141–142
 - desires and pleasures, 154–156
 - emergence of, 139–140, 141
 - Industrial Revolution, 140
 - mass culture, 145–148
 - new politics of consumption, 162–164
 - teenage consumers, 164–167
- Consumerism, 135
 - advertising, 142–144
 - capitalist overproduction, 140
 - critique of, 137–138
 - in *Fight Club*, 250–251
 - global consequences of, 162
 - impact on women, 157–161
 - marketing, 142–144
 - social significance, 144–145
 - values in Western society, 141–142
- Consumption, 7, 12, 20, 95–97
 - after September 11, 2001, 135, 136, 137
 - and agency, 149–150
 - of coffee, 17–20
 - consequences of, 162
 - conspicuous, 151
 - and desire, 154–156
 - economic measurements of, 138
 - feminist perspective, 157–159
 - patterns of, 137–138, 149–150
 - pleasure, 154–156
 - politics of, 156–167
 - shopping and women, 157–161
 - as social distinction, 148–154
 - social significance, 148–149, 150
 - structures and institutions, 149–150
 - uniformity, 146
- “Consumptionism,” 156
- Co-optation, 164–167
- Copps, Sheila, 210–211
- Copyleft, 130
- Copyright, 126–130
 - computer software, 129–130
 - evolution of, 128–129
 - infringement, 128
 - intellectual property, 127
 - sampling, 127
- Corporate image, 13
- Corporate power, 48
- Corporations, 147
- Countercultures, 243–244
 - difference of scale, 244–245
 - expressions of, 245–246
 - goal of, 242, 243
 - minority/majority relationships, 239–241
 - representations of, 246–254
 - topics of, 242
 - youth culture, 244
- Counter-hegemonic, 90
- Courtyards, 28
- Cretzin, Rachel, 164
- Crime, 58, 59, 66, 67–68
 - new categories of, 68
 - on television, 57, 75–76
- Crisco
 - invention of, 113
 - marketing of, 114–115
- Critcher, Chas, 67
- Crosby, Robin, 246–247
- CTV, 57, 271
- Cultural appropriation of copyright, 128–129
- Cultural experiences, 95–96
- Cultural imperialism, 281–282
 - definition of, 281
 - McDonald’s, 284
- Cultural relativism, 217
- Cultural sovereignty, 287
 - Canada, 286
- Cultural studies, 296
 - areas of concern, 12
 - definition of, 4–5
 - and feminism, 301–302
 - history of, 296
- Culture and Anarchy*, 35, 101, 156
- Culture industry thesis, 101–112
 - problems with, 110–112
 - relevance of, 112
- Culture industry, 39, 40
 - globalization, 264, 272
 - The Frankfurt School, 102
- Culture jamming, 250, 251
- Culture wars, 303
- Culture, 3
 - anthropological definition of, 7
 - Canadian, 287
 - decolonization of, 301–303
 - definition of, 4, 298
 - and economics, 304–305
 - exclusion of the working class, 36
 - global, 279–286

- shaping effect of economics, 113–115
- and space, 277–278
- as stimulant of moral and spiritual growth, 35
- Curtis, Jamie Lee, 85
- Cusack, Joan, 191
- Cyborgs, 197
- Daedalus, Stephen, 4
- Daily Mail*, 43–44
- Dallas, 88
- Damon, Matt, 61, 62
- Darwin, Charles, 221
- Dawson's Creek*, 182–183
- de Saussure, Ferdinand, 60, 61
- de Zenotita, Thomas, 93
- Decoding, 89–91
- Department stores, 141–142, 157
- Descartes, René, 170
- identity, 184–185
- Dialectic of Enlightenment*, 102, 104, 105, 106, 109
- Diaspora, 225, 278
- music as cultural expression, 226–227
- Die Hard with a Vengeance*, 81
- Diet and exercise, 194–195
- Digital production, 130–132
- Digitalization, 265–267, 271
- Discipline, 177, 179
- Discourse, 65, 177
- colonial, 218
- homosexuality, 179
- key points, 65
- nationalist, 207, 208, 210, 213
- power, 177
- Disney Corp., 129, 271
- Distinction*, 152, 154
- Distinction. *See* Social distinction
- Dogtown and Z-Boys*, 260–261
- Doing Cultural Studies*, 155
- Dole, Bob, 84–85
- Domenici, Pete, 135
- Dominant-hegemonic, 90
- Drugs, coffee, alcohol, and marijuana, 14
- During, Simon, 125
- Early Cinema, 116, 117–118, 123
- Economic development
- of European nation-states, 217
- Economic system
- definition, 31
- Economy
- industrialization, 29–30
- as measure of success, 98–99
- Edison, Thomas, 46
- Education Act of 1870*, 43
- Electronic media, 234
- Elias, Norbert, 190
- Elvis, 258
- Embodied subjectivity, 170
- Eminem, 108, 228, 258
- Enclosure Acts, 27
- Encoding, 89–91
- English Highways Act*, 25
- Environment
- impact of consumption, 162, 163
- Era*, 46
- Essentialist theories, 170
- Ethnicity, 199, 231
- European colonialism, 10, 16
- European Romantic movement, 220
- Evangelical Christians, 38
- Evans, Caroline, 161
- Everything You Always Wanted to Know About Sex (But were Afraid to Ask)*, 188
- Ex-nomination, 203, 205
- Eyes Wide Shut*, 256
- Fair Trade Federation, 21
- Famous Players Lasky Corporation, 46, 47
- Far From Heaven*, 188
- Feminist
- theories of gender identity, 175–176
- black, 232
- Fight Club*, 249–252
- Film industry, 46–47, 79, 81–82, 83
- Fincher, David, 249
- Fiske, John, 11, 160
- Flâneur, 160–161
- Folk culture, 7, 213
- transmission of, 8
- Folk Devils and Moral Panics*, 69
- Football Association, 48
- Ford, Harrison, 191
- Ford, Henry, 30, 141
- Fordism, 30
- principle of mechanization, 30
- Forrest Gump*, 247–249
- Foucault, Michel, 65, 176–177, 179, 180, 218
- Frank, Thomas, 102, 166
- Free Trade Agreement of the Americas (FTAA), 132
- Free Trade Agreement, 290
- Freud, Sigmund, 171–172
- theory of psychosocial development, 172–173
- Friedan, Betty, 158
- Friedman, Thomas, 280, 283
- Friends*, 239
- Fromm, Erich, 102
- Fubar*, 237
- Fukuyama, Francis, 263
- Furtado, Nelly, 288

- Gap ads, 233
- Garnham, Nicholas, 103
- Gates, Bill, 46
- Gaudelair, Charles, 160
- Gender identity, 175–176, 252
- Gender looking. *See* Flâneur
- General Agreement on Tariffs and Trade (GATT), 279, 289
- Gerry, 61–62
- Ghost World*, 252–254
- Gidden, Anthony, 264–265
- Gilman, Charlotte Perkins, 157
- Gilroy, Paul, 226
- Gin palaces, 44
- Ginsberg, Allan, 258
- Gitlin, Todd, 102
- Global culture, 187, 279–286
- Global economy
culture, 187
- Global migration, 226
- Global village, 41, 230
- Globalization and Culture*, 265
- Globalization, 15, 18, 225, 230
communication revolution, 264
description of, 265
digitalization, 265–267
dilution of cultural diversity, 282
and economy, 264, 267–272
and government control, 269–270
gross domestic product (GDP), 268
imposition of Western values, 282
less developed countries (LDCs), 267
and national identity, 273–274
new forms of culture, 291
New World Order, 263
and politics, 273–274
popular culture, 277–291
roots of, 268–269
and technology, 264, 274–277
- godspeed you black emperor!, 288
- Goodman, Barak, 164, 165
- Government regulation
Canada, 287–288
Canadian Broadcasting Corporation (CBC), 288
Canadian content on the Internet, 288
Canadian Radio-television and
Telecommunications Commission
(CRTC), 288
- Grand Theft Auto: Vice City*, 97
- Grierson, Bruce, 83–84
- Griffith, D. W., 117
- Griffith, Melanie, 191
- Gross domestic product (GDP), 95, 268
- Grossman, David, 85–86
- Group of Seven, 6
- Guess Who's Coming to Dinner*, 81
- Guggenheim Museum, 5–6
- Gulf War
orientalist stereotyping, 219
representation of, 70–71
- Gutenberg, Johannes, 41
- Habitus, 190–191
- Hall, Stuart, 11, 39, 67, 89, 303, 306
- Hamilton Spectator*, 63
- Handbook of Football*, 48
- Hanks, Tom, 247
- Haraway, Donna, 197
- Harmsworth, Edward (Lord Northcliffe), 43
- Harris, Mike, 75
- Hawk, Tony, 259
- Haynes, Todd, 188
- Health care, 193–194
- Hebdige, Dick, 255, 256
- Hegemony, 39, 40
- Heterosexuality, 181–184
- History
as progress, 104
- Hobsbawm, Eric, 30, 213
- Hockey
as national mythology, 54
- Hoggart, Richard, 298, 299, 302, 303
- Holiday activities, 26
- Hollinger, 271
- Hollywood film
artistic success, 99
blockbuster era, 116, 120–121, 123
early cinema, 116, 117–118, 123
evolution of, 116–121
minority participation in, 83
production, 116–122
Renaissance, 116, 120, 123
representation, 79, 81–82
studio system, 116, 118–120, 123
- Homosexuality, 179
Dawson's Creek, 182–183
debates on, 183–184
object of discourse, 179
on television, 181–184
- Horizontal integration, 271
- Horkheimer, Max, 92, 102, 103, 104, 105, 107, 108, 109
- House, Karen Elliott, 70
- Hudson's Bay Company, 269
- Hybridity, 227
- Identity formation, 79
social hierarchies, 175
- Identity politics, 200, 231–232

- Identity
 - and the body, 184–192
 - body modification, 193–197
 - Canadian, 287
 - collective, 201–206
 - Catholics, 201, 202, 203, 204
 - crisis, 205–206
 - cultural symbols, 204–205
 - ex-nomination, 203, 205
 - Protestants, 201, 202, 203, 204
 - stereotype, 203
 - cyborgs, 197
 - Dawson's Creek*, 182–183
 - deconstruction of, 230–231
 - diasporic, 226
 - as difference, 209–211
 - embodied subjectivity, 170
 - essentialist vs. social constructivist, 170
 - ethnicity, 199
 - European national, 217
 - heterosexuality, 181
 - homosexuality and television, 181–184
 - nation, 199, 206–216
 - Canadian, 207
 - narcissism of minor difference, 214–215
 - orientalism, 218–220
 - posthumanist position, 196–197
 - postmodernism, 185, 187, 301
 - and power/knowledge, 176–180
 - promotion of, 18
 - race, 199, 220–222
 - racial minority, 200
 - sexuality, 179–180
 - sovereign, 217
 - theories of, 171–181
- Ideological state apparatuses (ISAs), 173
- Ideology, 31, 32, 102
 - and identity, 173–175, 180, 205
 - of masculinity, 55
 - patriarchal, 216
 - of race and nation, 214
 - representation, 92–93
 - sign systems, 62, 64
- Igloo
 - as sign, 63
- Ignatieff, Michael, 214–215
- Imagination
 - representations of violence, 86–87
- Imperialism, 222
- Individual freedom, 34
- Industrial economy
 - mythology, 31
- Industrial management, 280
- Industrial Revolution, 10, 29
 - capitalism, 27–34
 - coffee, 16
 - nationalism and nation-states, 216
 - working-class consciousness, 31
- Industrialization, 29–30
- Innis, Harold, 300
- Innovations, 43–47
- Institute of Contemporary Arts (ICA), 300
- Instrumental rationality, 104, 105
- Integrationist strategies, 81
- Intellectual property/copyright, 127, 270
- International Monetary Fund (IMF), 273
- International Network on Cultural Policy, Canadian
 - involvement, 292
- International trade agreements, 270
- Internet
 - economy, 96
 - globalization, 276
 - as sign, 63, 64
 - the Zapatistas, 275–276
- Interpellation, 174, 213
- Intolerance, 117
- Inuit, 63, 64
 - art, 8
- Irigaray, Luce, 159, 175
- J. Walter Thompson, 115, 144
- Jameson, Fredric, 187
- Jaws*, 120
- Jefferson, Tony, 67
- Jenkins, Henry, 86, 87
- Joel, Billy, 258
- Jungle Fever*, 200
- Kerouac, Jack, 258
- Kid Koala, 288
- King, Rodney, 92
- King, Stephen, 4, 5, 87
- Kirchheimer, Otto, 102
- Klosterman, Chuck, 246
- Koons, Jeff, 108, 109, 188
- Kotar, Gary, 23
- Kotar, Ryan, 53
- Kraft, 17
- Kroker, Arthur, 300
- Kubrick, Stanley, 256
- Labatt's, 54
- Labour
 - in industrial society, 30, 31
 - and mechanization, 30
 - in pre-industrial society, 29, 31
 - and recreation, 25, 27, 33
- Lacan, Jacques, 174
- Language
 - acquisition of, 172

- discourse, 65
- Hopi, 60
- ideology of, 63–64
- theories of, 60–62
- Leavis, F. R., 297
- Leavis, Q. D., 297
- Legal Weapon 1*, 2, 3 & 4, 81
- Lévi-Strauss, Claude, 62
- Lewis, Anthony, 70
- Lichtenstein, Roy, 108
- Lifestyle
 - marketing, 18, 124–125
 - of postindustrial society, 15
- Lipstick Traces*, 257
- Literary, 35, 43
- Living spaces, 28
- Lloyd's of London, 16, 269
- London Entr'acte*, 46
- London Music Hall Proprietors' Protection Association, 46
- Lopez, Jennifer, 191
- Lord's Day Observance Society, 35
- Lowenthal, Leo, 102
- Luddite rebellions, 33
- Macaulay, Thomas Babington, 218
- MacGregor, Roy, 54
- Mackey, Eva, 225
- Maclean's*, 289
- MacNeil/Lehrer Newshour*, 70, 71
- Magazine publishing
 - regulation of, 289
- Magazines, 41, 43
- Magnet*, 46
- Maid in Manhattan*, 191, 192
- Manifest Destiny, 223
- Mann, Steve, 197
- Maquiladoras, 263
- Marcus, Greil, 257, 259
- Marcuse, Herbert, 102
- Marijuana, 14
 - effects of, 15
- Market segmentation, 125–126
- Market Village, 278
- Marketing
 - campaigns, 17
 - difference as marketing tool, 233
 - lifestyle marketing, 124–125
 - product packaging, 124, 142, 143
 - psychology, 143
 - strategies, 18–19, 165
 - Crisco, 114–115
- Martin, Emily, 186, 188
- Marx, Karl, 17, 105, 139, 173
- Marxist theories of identity, 173–175
- Mass Civilization and Minority Culture*, 298
- Mass culture, 7, 18, 237
 - commercial, 39–47
 - consumer society, 145–148
 - definition of, 291
 - globalization of, 280
 - transmission of, 8
- Mass media, 4, 39, 40
 - expansion of, 43–44
 - and manipulation, 84–87
- Massey, Doreen, 265
- Master and servant laws, 30
- Mathanex Corp., 270
- Mattel, 129
- Mattelart, Armand, 276
- Mauss, Marcel, 189–190
- McDonald's, 146, 156, 283
 - anti-globalization protests, 283
 - cultural imperialism, 284
 - impact on local culture, 285
 - as symbol of globalization, 283
 - transnational corporation, 286
- McKay, George, 241, 245, 255
- McLaren, Malcolm, 259
- McLuhan, Marshall, 41, 230, 300
- Mechanization, 30
- Media convergence, 271–272
 - Disney Corp. 271
- Media empires, 44
- Media theories, 84–86, 93
- Media
 - birth of, 39–47
 - electronic, 234
 - as news-gathering structures, 70–71
 - representation, 81–82
 - social role, 69
 - violence as entertainment, 84
 - youth crime, 57, 72, 76–78
- Méliès, Georges, 117
- Mercer, Kobena, 205
- Metaphor
 - human body, 188
- Metcalf, Alan, 49, 50
- Microsoft, 269, 270, 277
- Middle class
 - individual freedom, 34
- Miller, Mark Crispin, 102
- Mills, Russel, 70
- Minorities
 - representation and power, 79, 80, 81
 - stereotypes, 80
- "Minute on Indian Education," 218
- Mississippi Marsala*, 200
- Mobility, 29
- Molson Canadian ad, 207

- Monoculture, 283
 Monopolies, 269
Monster's Ball, 82
 Montreal Pedestrian Club, 52
 Moral panic, 69
 Morton, Charles, 46
 Motion Picture Patents Company, 46
 MuchMusic, 288
 Mugging, 67–68
 Multimedia conglomerates, 270
 Multinational companies, 269
 Mulvey, Laura, 79, 80, 82, 93, 160, 172
 Murdock, Rupert, 70
My Big Fat Greek Wedding, 199, 200, 231, 233
 Myth. *See also* Mythology
 autonomous human identity, 197
 human body, 188
 as justification of colonialism, 224
 nation's health, 216
 physical appearance, 186, 191
 Mythology, 14, 18, 21, 62
 advertising and marketing, 143
 coffee, 18–20
 consumer attitudes and practices, 18
 cultural imperialism, 286
 of industrial economy, 31
 mass media manipulation, 84–87
 national, 54, 210, 216
 photographic representation, 72–73
 and sign systems, 62, 63–64
 Napster, 11
 Narcissism of minor difference, 214–215
Nashville, 120
 Nation, 199, 206, 211–212, 220
 and gender, 216
 interpellation, 213
 National identity, 206–216
 and globalization, 273–274
National Post, 72, 75
 National Union of Teachers (NUT) conference, 299
 Nationalism, 206, 211–212, 220
 African, 222–223
 American, 223
 postcolonial, 222–225
 Quebec, 231
 Nationalist, 207
 discourses, 207, 208, 210, 213, 216
 Nation-state, 208
Negative Dialects, 102
 Nestlé, 17
 Netizen-ship, 228, 230
Never Mind the Bollocks, 256
 New World Order, 263
 Newspapers, 41, 43
 Nickelback, 288
 Nike ads, 233
 Nirvana, 258
 Nortel, 96
 North American Free Trade Agreement (NAFTA), 270, 289, 290
 Northern Ireland Community Relations Council, 201–203
 Norton, Edward, 249
 Nuclear family, 33
NYPD Blue, 90
 Oedipal triangle, 172, 173
 Ogilvy & Mather, 144
 Ohmann, Richard, 145, 146, 155, 291
On Killing: The Psychological Cost of Learning to Kill in War and Society, 85
 Ondaatje, Michael, 288
One-Dimensional Man, 102
 Oracle, 96, 277
 Orientalism, 218–220
 Orlan, 196, 197
Ottawa Citizen, 70
 Pacific Mall, 278*
 Packard, Vance, 157
 Palahniuk, Chuck, 249
 Paltrow, Gwyneth, 185
 Panopticon, 178
 Parizeau, Jacques, 231
 Patriarchy, 216
 Patronage, 26, 31
 Peirce, C. S., 61
 People's Summit, 6
 Peralta, Stacy, 260
 Performance, 159. *See also* Performativity
 Performativity, 176
 Personal digital assistants (PDAs), 277
 Photography, 41, 72–75
 Pitt, Brad, 249, 250
 Plastic surgery, 196
Policing the Crisis: Mugging, the State, and Law and Order, 67
 Politics, 9, 37–38
 black identity, 232
 radicals, 38
 reform, 33, 38
 representation, 78–83, 92–93
 Poor laws, 30
 Popular culture
 American dominance, 47
 Americanism, 47
 art museums 5–6
 artifacts, 3, 113
 audience reaction, 106

- authenticity, 9
- blockbuster shows, 5
- capitalism, 9, 10
- coffee, 12–21
- commercial mass culture, 39–47
- commercial value, 9
- consumerism, 146
- defining concepts, 2, 9, 25
- definition of popular, 5–6
- dominant forms of, 237–239
- and everyday life, 2, 9
- evolution of, 24–56
- examples of popular, 5–6
- folk culture, 7–8
- and globalization, 277–291
- impact of new technology, 131–132
- importance of studying, 305–306
- mass culture, 7–8
- McDonald's, 286
- meanings of, 7
- media culture, 39–47
- money as measure of success, 98–99
- politics of, 9, 38–39
- popular recreation, 23, 34–39
- and power, 9
- pub and music hall, 44–46
- subcultures, 108
- visual representation, 79–80
- Popular recreation, 23, 34–39
 - before 1830, 25–26
 - protection of, 37–38
- Postcolonial identities, 222–228
- Postcolonial nationalism, 222–225
- Posthumanist position, 196–197
- Postindustrial revolution 304–305
- Postmodern capitalism, 10
- Postmodernism, 185, 187–188, 301
- Poverty, 30
- Power Corp, 271
- Power, 9
 - in coffee industry, 17
 - discourse, 65, 177
 - economic, 54
 - identity, 176–179, 195–196
 - of photographic representation, 72–73
 - relationships, 11–12
 - of representation, 78–83
 - social, 54
- Printing press, 41–42
- Prisons, 177, 178
- Privacy, 29
- Prizefighting, 37–38
- Procter & Gamble, 17, 114
- Product packaging, 124, 142, 143
- Production, 7, 12
- assembly-line labour, 30
- digital, 130–132
- economy, 9, 18, 95–97
- Hollywood film, 116–122
- Industrial Revolution, 29–30
- Prostitution, 45
- Protestants, 201, 202, 203, 204
- Pseudo-individualization, 107, 108
- Psychoanalytic theory
 - identity, 272
 - identity formation, 79
- Psychosocial development theory, 172–173
- Public space, 23
 - Enclosure Acts, 27
 - limitation of, 25, 52
 - management of, 25
 - pubs, 28–29
 - redefined, 25, 27–29
- Public transit, 42
- Pubs, 28–29, 35, 38
 - music hall, 44–46
- Pulp Fiction*, 81
- Punk, 245, 255, 256
 - avant-garde punk, 257–259
 - Ramone, Dee Dee, 247, 256
 - Sex Pistols, 256, 258, 259
 - The Decline of Western Civilization*, 256
 - The Ramones, 247, 256, 257
- Quebec nationalism, 231
- Quebecor Inc., 271
- Race, 199, 216, 220
 - and identity, 220–222
 - and racism, 220
- Racial minority, 200
- Racial profiling, 92
- Racism, 220
 - contributing factors, 220–221
 - stereotypes, 219
- Radiohead, 108
- Radway, Janice, 88
- Railroads, 42
- Ramone, Dee Dee, 247, 256
- Rap music, 8, 226–227, 228
- Rational recreation, 34–35, 218, 297
 - main goal of, 35
- Ratt, 247
- Reader's Digest*, 289
- Reading the Romance: Women, Patriarchy and Popular Literature*, 88
- Reagan, Ronald, 265
- Realism, 73, 74
- Recording industry, 11

- Recreation
 - blood sports, 26, 34
 - community ties, 25, 26
 - holiday activities, 26
 - and labour, 25, 27, 31–32
 - pre-industrial, 25–26
 - rational, 34–35, 36
 - restrictions on, 27, 34
- Regulations, 43–47
- Remember the Titans*, 81
- Repo Man*, 246
- Representation, 12, 58–59
 - 2003 war on Iraq, 71
 - of coffee, 13, 18
 - in contemporary culture, 91–94
 - countercultures, 246–254
 - encoding and decoding, 89–91
 - Gulf War, 70–71
 - Hollywood film, 79, 81–82
 - ideological context, 92–93
 - imagination, 86–87
 - interpretation, 88–89, 90–91
 - media and youth violence, 57, 59, 76–78, 93
 - negative, 80–83, 85
 - photography, 72–75
 - politics of, 78–83, 92–93
 - positive strategies, 81–82
 - power of, 78–83
 - rules of, 60–62
 - social effects of, 84, 85–86
 - structuralist theories of, 60–62
 - subcultures, 246–254
 - youth, 66
- Retail sales, 141–142
 - shopping and women, 157–161
- Robbins, Richard, 140, 141, 162
- Roberts, Brian, 67
- Robertson, Roland, 265
- Robinson, Laura, 54
- Ronstadt, Linda, 258
- Rotten, Johnny, 257
- Rowling, J. K., 129
- Rural land, privatization, 27
- Rushkoff, Douglas, 164, 165
- Safe Streets Act*, 58, 72, 75
- Said, Edward, 70, 218
- Sara Lee, 17
- Satisfaction Guaranteed: The Making of the American Mass Market*, 113
- Schor, Juliet, 162–163
- Schwarzenegger, Arnold, 84–85
- Scrabble, 240
- Seabrook, John, 125
- Seagal, Steven, 272
- Segregated neighbourhoods, 28
- Seinfeld*, 188
- Self-construction, 179
- Selling Culture*, 145, 155
- Semiotic theory, 60, 61
 - application of, 63
- September 11, 2001
 - collective identity crisis, 205–206
 - consumption, 135, 136
 - shift in ideology, 92
- Series 7: The Contenders*, 249
- Sex and the City*, 91
- Sex Pistols, 256, 258, 259
- Sexuality
 - history of, 179–180
 - homosexuality, 179
 - physiological differences, 188–189
- Shaft*, 232
- Shakespeare, 4
- Shallow Hal*, 185–186
- Sherman, Cindy, 188
- Shields, Carol, 288
- Shin, Ann, 195
- Shopping. *See* Retail sales
- Sid and Nancy*, 246, 257
- Sign systems, 60
 - definition of sign, 60
 - Hopi language, 60
 - mythology in, 62, 63–64
 - semiotics, 61
- Simpson, Jessica, 107
- “Simulacrum,” 188
- Sipowicz, Andy, 90
- Situationism, 259
- Skateboarder*, 260
- Skateboarding, 259–261
- Slums, 28
- Smith, Patti, 258
- Social constructivism, 170
- Social control, 34
- Social distinction, 150, 151, 152
- Social relations, 9
- Social structure
 - and Fordism, 30
- Society for the Suppression of Vice, 35
- Society
 - consequences of representation, 85–86
 - industrial, 31
 - pre-industrial, 31
 - social control, 34
 - stratified, 26

- Sociocultural differentiation, 150–151
- South Park*, 108
- Sovereign identity, 217, 231
- Spears, Britney, 106
- Sports, 23, 27
 - amateur, 52
 - blood sports, 26, 37–38
 - commercialization of, 48–53
 - evolution of, 49–53
 - fans, 50, 51
 - influence of technology, 50
 - national mythology, 54
 - organization of, 48–53
 - professional, 51–53
 - street games, 23, 53, 54
 - women's, 54
- Squeegees, 73
- Stallman, Richard, 130
- Standard Oil, 269
- Standardization, 106–107
- Star Trek*, 240
- Star Wars Episode I: The Phantom Menace*, 240
- Star Wars*, 120
- Starbucks, 13, 18, 19, 20, 21
 - features of, 18
 - globalization, 285
 - mythology of, 18
- Statistics on crime, 58–59
- Steamships, 42
- Stecyk, Craig, 260
- Stereotype, 80, 203, 278
 - ethnic, 233
 - gender, 252
 - orientalist, 219
- Stewart, Martha, 8, 97
- Strasser, Susan, 113
- Strauss, Samuel, 156
- Straw, Will, 300
- Street games, 23, 53, 54
- Structuralism, 60
- Studio system, 116, 118–120, 123
- Subculture: The Meaning of Style*, 255
- Subcultures, 108, 242–243
 - deviance, 247–249
 - difference of scale, 244–245
 - expressions of, 245–246
 - Marxist influence, 257–258
 - minority/majority relationships, 239–241
 - politics of, 255, 257
 - power of, 242
 - punk, 245, 255, 256, 257–259
 - representations of, 246–254
 - skateboarding, 259–261
 - topics of, 242
 - youth culture, 243, 255, 299
- Subliminal advertising, 143, 300
- Sweet Sweetback's Badasssss Song*, 232
- Sympatico, 271
- Taxi Driver*, 120
- Taylor, Frederick Winslow, 280
- Technology, 41–43
 - communications, 274–277
 - cell phone, 274
 - Internet, 276
 - personal digital assistants (PDAs), 277
 - digitalization, 265–267, 271, 276
 - and globalization, 264, 274–277
 - innovations, 43–47
 - printing press, 41–42
 - regulations, 43–47
 - telecommunications infrastructure, 95–96
- Teen violence, 57, 83–84
- Telegraph, 42
- Television, 41
 - advertising, 19–20
 - counter-hegemonic reading, 90–91
 - crime, 75–76
 - dominant-hegemonic reading, 90
 - homosexuality, 181–184
- Thatcher, Margaret, 254
- The Basketball Diaries*, 87
- The Birth of a Nation*, 117
- The Black Atlantic*, 226
- The Conquest of Cool*, 167
- The Cosby Show*, 81
- The Daily Mirror*, 43–44
- The Decline of Western Civilization*, 256
- The Economist*, 71
- The Filth and the Fury*, 257
- The Frankfurt School, 102
- The Globe and Mail*, 271
- The Godfather I & II*, 120, 241
- The Great Rock'n'Roll Swindle*, 257
- The Guess Who, 288
- The Joy Luck Club*, 200
- The Maltese Falcon*, 118
- The Matrix*, 93, 249
- "The Merchants of Cool," 164–166
- The New York Times*, 70
- The Pelican Brief*, 81
- The Ramones, 247, 256
- "The Rant," 207, 208, 224
- The Shawshank Redemption*, 81
- The Simpsons*, 108, 109, 110, 188
- The Tragically Hip, 288

- The Truman Show*, 249
 The Weakerthans, 288
 Thompson, E. P., 31, 298, 302
 Thornham, Sue, 161, 302
 Thornton, Minna, 161
 Thornton, Sarah, 255
 Tim Hortons, 13, 18–20
 calendar, 54
 mythology of, 18–19
 television ad, 19
Time, 289
Titanic, 237
 Tomlinson, John, 265, 281, 282
Tomorrow Never Dies, 93
 Torvalds, Linus, 130
 Tourists, 280
 Trade unions, 33, 34
 Transnational corporations, 267
 Transportation, 42–43
 Trudeau, Pierre Elliott, 287
True Lies, 85
 Twain, Shania, 288
 Twitchell, James, 141

 United Parcel Services (UPS), 270
 Universal Declaration of Human Rights, 279
 Urbanization, 27–28

 Van Damme, Jean-Claude, 272
 van Elteren, Mel, 278
 Veblen, Thorstein, 151
 Velvet Underground, 258
 Verlaine, Tom, 258
 Vertical integration, 40, 118, 270
 Viacom, 270
 “Victoria’s Secret,” 57–58, 76–77
 Video games, 86
 Virilio, Paul, 197
 Virk, Reena, 83, 86
 Vivendi Universal, 270

 Wages, 30, 33
Wall Street Journal, 70
 Wall, Jeff, 188
 Warhol, Andy, 108, 188, 258
 Warner, 270
 Waters, Malcolm, 265
Waydowntown, 237, 238
 Weaver, Sigourney, 191
 Weber, Max, 105, 141

 Weiss, Brad, 16
 Wente, Margaret, 55
Western Eyes, 195
White Men Can’t Jump, 81
 Williams, Raymond, 143, 298, 302
Wired, 228, 229, 277
 Women
 black feminism, 232
 body modification, 195
 consumerism, 157–161
 feminism, 157–159
 leisure activities, 32
 as personification of nation, 216
 as promoters of rational recreation, 35
 representation and power, 79, 80, 81
 role in nuclear family, 33
 romance novels, 88
 sports, 54
 Woodstock Film Festival, 62
 Worker solidarity, 33
 Workers
 in industrial society, 30
 in pre-industrial society, 29
Working Girl, 191, 192
 Working-class
 activists, 38
 consciousness, 31–33
 culture, 31–33
 recreation, 34
 Workplace
 discipline, 30
 reform, 33
 World Trade Organization (WTO), 273
 Canadian legislation, 290

 Young & Rubicam, 144
Young Offenders Act, 58
 Young, Iris Marion, 192
 Youth crime, 58, 59
 media reporting of, 72, 77
Youth Criminal Justice Act, 58
 Youth culture, 165–166
 as counterculture, 244
 representation of, 66
 as subculture, 243, 255, 299

 Zapatistas, 275–276
 Zukor, Adolph, 46
 Zwigoff, Terry, 252