

I. Understanding “Culture”

Week 1: The Trouble with “Culture”

Eagleton, Terry. “Versions of Culture” *The Idea of Culture*. Oxford: Blackwell Publishers, 2000, pp. 1-31.

Hebdige, Dick. “From Culture to Hegemony” *Subculture: The Meaning of Style*. Oxford: Routledge, 1991, pp. 5-19.

Week 2: Studying Culture

Meehan, Eileen. “Culture: Text or Artifact or Action?” *Journal of Communication Inquiry* 25(3): 208-217 (2001).

Thornton, Sarah. “Exploring the Meaning of Mainstream” from *Club Cultures: Music, Media and Subcultural Capital*. Hanover: University Press of New England 1996, pp. 87-114

Leland, John. “Everybody’s Hip: Superficial Reflections of the White Caucasian” from *Hip, the History*. New York: Ecco, 2004, p. 339-56

Week 3: Culture as Industry

Adorno, Theodor. “Culture Industry Reconsidered [1967]” from *Theodor Adorno- The Culture Industry: Selected Essays on Mass Culture*. (ed.) J. M. Bernstein. New York: Routledge Classics, 1991, pp. 98-106.

Hesmondhalgh, David. “Introduction” from *The Cultural Industries*. London: Sage Publications, 2002, 1-22

McRobbie, Angela. “Fashion Culture: Creative Work, Female Individualization”. *Feminist Review* 71: 52-62 (2002).

Week 4: Cultural Work and Cultural Intermediaries

Peterson, Richard. A. and N. Anand. “The Production of Culture Perspective.” *Annual Review of Sociology* 30: 311-334. (2004).

Negus, Keith “The Work of Cultural Intermediaries and the Enduring Distance Between Production and Consumption.” *Cultural Studies* 16(4): 501-515 (2002).

Week 5: Commodity Culture

Appadurai, Arjun. “Introduction”. *The Social Life of Things: Commodities in Cultural Perspective*. Cambridge: Cambridge University Press, 3-64, 1986

Willis, Susan. “Unwrapping Use Value” from *A Primer for Daily Life*. New York: Routledge, 1991, pp. 1-22

Week 6: Consumption Culture

Zukin, Sharon and Jennifer Smith Maguire. "Consumers and Consumption." *Annual Review of Sociology* 30(1): 173-97 (2004).

Heath, Joseph and Andrew Potter. "I Hate Myself and Want to Buy" from *The Rebel Sell: Why the Culture Can't be Jammed*. Chichester, Capstone, 2005 pp. 98-134

Week 7: Technoculture

Barney, Darin. "The Culture of Technology in Canada." *Canadian Issues: The Impact of Digital Technology on Canadian Culture, Winter*. 28-31 (2007)

and

"Settings of Citizenship" from *One Nation Under Google*. Hart House Lecture: Toronto, pp. 33-41. (2007)

II. Understanding "Media"

Week 9: Media and Society

Meyrowitz, Joshua. "Images of Media: Hidden Ferment--and Harmony--in the Field." *Journal of Communication*. 43(4):55-66 (1993)

McLuhan, Marshall. "The Gadget Lover" and "Media as Translators" from *Understanding Media: the Extensions of Man (1964)*. W. T. Gordon (ed.) California: Gingko Press, 2002, pp. 41-47, 56-61

and

Toobin, Jeffrey. "The CSI Effect: The Truth About Forensic Science." *The New Yorker*. 7 May 2007

Week 10: Understanding New Media

Bolter, Jay David and Richard Grusin. "Introduction" and "The Remediated Self" *Remediation: Understanding New Media*. Cambridge: MIT Press, 2000, pp. 3-15 and 230-241

White, Michele. "Too Close to See: Men, Women, and Webcams." *New Media & Society*, 5(1), 7-28 (2003).

Week 11: When New Media Gets Old

Sterne, Jonathan. "Out with the Trash: On the Future of New Media." *Residual Media*. C. Acland (ed.) Minneapolis: University of Minnesota Press, 2007, pp. 16-31.

Week 12: This Business of Friends

Merton, Robert K. "Patterns of Influence: Local and Cosmopolitan Influentials" from *Social theory and social structure*. New York: Free Press, 1968, pp. 441-474

Coté, Mark and Jennifer Pybus. "Learning to Immaterial Labour 2.0: MySpace and Social Networks". *Ephemera* 7(1): 88-106. (2007)

Week 13: Branded

Holt, Douglas B. "Jack Daniel's America: Iconic brands as ideological parasites and proselytizers". *Journal of Consumer Culture* 6(3): 355-77. (2006).

Walters, Suzanna Danuta. "Consuming Queers: Advertising and the Gay Market." *All the Rage: The Story of Gay Visibility in America*. Chicago, IL: University of Chicago Press, 2001. pp. 235-72.

Wilk, Richard. "Bottled Water: The pure commodity in the age of branding." *Journal of Consumer Culture* 6(3): 303-325. (2006).

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Klein, Naomi. "America is not a Hamburger." *The Guardian*. 14 Mar. 2002. <http://www.guardian.co.uk/media/2002/mar/14/marketingandpr.comment>

Week 14: Ritual, Reality and Celebrity

Cottle, Simon. "Mediatized Rituals: Beyond Manufacturing Consent." *Media, Culture & Society* 28(3): 411-432. (2006)

Fairchild, Charles. "Building the Authentic Celebrity: The "Idol" Phenomenon in the Attention Economy." *Popular Music and Society*, 30(3): 355-375 (2007)

Senft, Terri. "Keeping it Real on the Web: Authenticity, Microcelebrity, Branding." In *Camgirls: Celebrity & Community in the Age of Networks*. New York: Peter Lang, 2008.