CONTENTS

ALTPostmodernism, or the Cultural Logic of Late Can

About the Editors		1X Xi
The relief of the relief with the relief of		181
PART I: CULTURE, IDEOLOGY, AND HEGEMONY		
TART 1. CCETCRE, IDEOLOGI, AND HEGEMONT		
Introduction to Part I		27
1 The Ruling Class and the Ruling Ideas		31
Karl Marx and Friedrich Engels		
2 (i) History of the Subaltern Classes; (ii) The Concept of "Ideology";		
(iii) Cultural Themes: Ideological Material Antonio Gramsci		34
3 The Work of Art in the Age of Mechanical Reproduction Walter Benjamin		
4 The Culture Industry: Enlightenment as Mass Deception		53
Max Horkheimer and Theodor W. Adorno		
5 The Public Sphere: An Encyclopedia Article		75
Jürgen Habermas		
6 Ideology and Ideological State Apparatuses (Notes Towards an Investigation)		
Louis Althusser		
PART II. SOCIAL LIFE AND CHITTIRAL STUDIES		
Introduction to Part II		000
7 (1) O : 1/ (1) 1/ (1) T 1		
7 (i) Operation Margarine; (ii) Myth Today Roland Barthes		95
	Paul Gilroy	100
8 The Medium is the Message Marshall McLuhan	Under western by	- 00

(i) From Culture to Hegemony; (ii) Subculture: The Unnatural Break

9	The Commodity as Spectacle Guy Debord	107
10	Introduction: Instructions on How to Become a General in the Disneyland Club	110
11	Ariel Dorfman and Armand Mattelart Base and Superstructure in Marxist Cultural Theory Paymond Williams	115
12	Raymond Williams (i) From Culture to Hegemony; (ii) Subculture: The Unnatural Break Dick Hebdige	124
13	Encoding/Decoding Stuart Hall	137
14	On the Politics of Empirical Audience Research Ien Ang	145
PA	ART III: POLITICAL ECONOMY	
	Introduction to Part III	163
15	Contribution to a Political Economy of Mass-Communication Nicholas Garnham	166
16	On the Audience Commodity and its Work	185
17	Dallas W. Smythe A Propaganda Model	204
	Edward Herman and Noam Chomsky	
	Not Yet the Post-Imperialist Era Herbert I. Schiller	231
19	Gendering the Commodity Audience: Critical Media Research, Feminism, and Political Economy Eileen R. Meehan	242
20	(i) Introduction; (ii) The Aristocracy of Culture	
21	On Television	253
	Pierre Bourdieu	
PA	ART IV: THE POLITICS OF REPRESENTATION	
	Introduction to Part IV	010
22	Visual Pleasure and Narrative Cinema	267
23	Stereotyping	275
	Richard Dyer	
24	The Readers and their Romances Janice Radway	283
25	Eating the Other: Desire and Resistance bell hooks	308
26	Booty Call: Sex, Violence, and Images of Black Masculinity Patricia Hill-Collins	318
27	British Cultural Studies and the Pitfalls of Identity Paul Gilroy	337
28	Under Western Eyes: Feminist Scholarship and Colonial Discourses Chandra Talpade Mohanty	347

29	Hybrid Cultures, Oblique Powers
	Néstor García Canclini

365

PART V: THE POSTMODERN TURN, NEW MEDIA AND SOCIAL NETWORKING

	Introduction to Part V	383
30	The Precession of Simulacra	388
	Jean Baudrillard	
31	Postmodernism, or the Cultural Logic of Late Capitalism	407
	Fredric Jameson	
32	Feminism, Postmodernism and the "Real Me"	433
	Angela McRobbie	
33	Postmodern Virtualities	442
	Mark Poster	
34	Quentin Tarantino's Star Wars?: Digital Cinema, Media Convergence, and	
	Participatory Culture	452
	Henry Jenkins	
35	Alternative and Activist New Media: A Genre Framework	471
	Leah A. Lievrouw	
36	Social Network Sites: Definition, History, and Scholarship	491
	d. m. boyd and N. B. Ellison	
	Introduction to Part VI Disjuncture and Difference in the Global Cultural Economy Arjun Appadurai	511
38	The Global and the Local in International Communications Annabelle Sreberny	
39	The Homeland/Aztlán Gloria Anzaldúa	539
40	The Processes: From Nationalisms to Transnationalisms	545
	Jésus Martín-Barbero	
41	Globalization as Hybridization	567
	Jan Nederveen Pieterse	
42	(Re)Asserting National Television and National Identity Against the Global,	
	Regional, and Local Levels of World Television	582
	Joseph Straubhaar	
43	Oppositional Politics and the Internet: A Critical/Reconstructive Approach	597
	Richard Kahn and Douglas M. Kellner	
Λ α1	knowledgments	615
	knowledgments dex	615 619