

---

# Understanding Popular Culture John Fiske

---

The Cultural Studies Reader  
 Popular Culture  
 Popular Culture  
 Popular Culture  
 Culture Is Our Business  
 Postmodernism and Popular Culture  
 Cultural Populism  
 Understanding Popular Culture  
 MediaMaking  
 Power Plays Power Works  
 Understanding Popular Culture: Popular Culture  
 Popular Culture Theory and Methodology  
 Television Culture  
 Michel De Certeau  
 The Popular Culture of Shakespeare, Spenser and Jonson  
 Reading the Popular, 2nd Edition  
 Introduction to Communication Studies  
 Cultural Theory and Popular Culture  
 Television, Audiences and Cultural Studies  
 Media Matters  
 Consuming Passions  
 How to Watch Television, Second Edition  
 Media Matters  
 Reading Television  
 Introduction to Communication Studies  
 Resistance  
 Television Culture  
 British Cultural Studies  
 Cultural Theory and Popular Culture  
 The John Fiske Collection  
 Stuart Hall  
 Reading the Popular  
 The Politics and Poetics of Transgression  
 Myths of Oz  
 Popular Culture  
 When Oak was New  
 Understanding Radio  
 Understanding Popular Culture  
 Understanding Media Cultures

*Understanding Popular Culture John Fiske*

Downloaded from [blog.gmercycu.edu](http://blog.gmercycu.edu) by guest

---

## GEMMA SHANNON

---

*The Cultural Studies Reader* SAGE

*Television, Audiences and Cultural Studies* presents a multi-faceted exploration of audience research, in which David Morley draws on a rich body of empirical work to examine the emergence, development and future of television audience research. In addition to providing an introductory overview from a cultural studies perspective, David Morley questions how class and cultural differences can affect how we interpret television, the significance of gender in the dynamics of domestic media consumption, how the media construct the 'national family', and how small-scale ethnographic studies can help us to understand the global-local dynamics of postmodern media systems. Morley's work reconceptualises the study of 'ideology' within the broader context of domestic communications, illuminating the role of the media in articulating public and private spheres of experience and in the social organisation of space, time and community.

*Popular Culture* Understanding Popular Culture  
 This revised edition of a now classic text includes a new

introduction by Henry Jenkins, explaining 'Why Fiske Still Matters' for today's students, followed by a discussion between former Fiske students Kevin Glynn, Jonathan Gray, and Pamela Wilson on the theme of 'Reading Fiske and Understanding the Popular'. Both underline the continuing relevance of this foundational text in the study of popular culture. Beneath the surface of the cultural artifacts that surround us – shopping malls, popular music, the various forms of television – lies a multitude of meanings and ways of using them, not all of them those intended by their designers. In *Reading the Popular*, John Fiske analyzes these popular "texts" to reveal both their explicit and implicit (and often opposite) meanings and uses, and the social and political dynamics they reflect. Fiske's "readings" of these cultural phenomena highlight the conflicting responses they evoke: Madonna may be promoted as a "boy toy", but young girls feel empowered by her ability to toy with boys; Chicago's Sears Tower may be a massive expression of capitalist domination, but it can also allow one to tower over the city. In each case it is the latter option that interests him, for this is where Fiske locates popular culture: it is the point at which people take the goods offered them by industrial capitalism (however oppressive they may seem) and turn them to their own creative, and even subversive,

uses. Designed as a companion to *Understanding Popular Culture*, *Reading the Popular* gives the lie to theories that portray a mass audience that mindlessly consumes every product it is offered. Fiske's acute perception and lively wit combine to provide a truly democratic vision of popular culture, one that respects the awareness and the agency of the people who make it.

**Popular Culture** Wipf and Stock Publishers

Stuart Hall's work has been central to the formation and development of cultural studies as an international discipline. *Stuart Hall: Critical Dialogues in Cultural Studies* is an invaluable collection of writings by and about Stuart Hall. The book provides a representative selection of Hall's enormously influential writings on cultural studies and its concerns: the relationship with Marxism; postmodernism and 'New Times' in cultural and political thought; the development of cultural studies as an international and postcolonial phenomenon, and Hall's engagement with urgent and abiding questions of 'race', ethnicity and identity. In addition to presenting classic writings by Hall and new interviews with Hall in dialogue with Kuan-Hsing Chen, the collection, which includes work by Angela McRobbie, Kobena Mercer, John Fiske, Charlotte Brunsdon, Ien Ang and Isaac Julien, provides a detailed analysis of Hall's work and his contribution to the development of cultural studies by leading cultural critics and cultural practitioners. The book also includes a comprehensive bibliography of Stuart Hall's writings.

Popular Culture Routledge

Discusses television, the issue of family values, the Clarence Thomas hearings, the Rodney King trial, and the interaction of "real" and media events

**Culture Is Our Business** Pearson Education

*Understanding Popular Culture* Routledge

**Postmodernism and Popular Culture** Wiley-Blackwell

How is it that television has come to play such an important role in our culture? What, in fact, does it tell us, and how are its messages conveyed? What is it we find so satisfying in the format of television police series, or in quiz or sports programmes, that we enjoy watching them again and again? "Reading Television" pushes the boundaries of television studies beyond the insights offered by cultural studies and textual analysis, creating a vibrant new field of study. Using the tools and techniques in this book, it is possible for everyone who has access to a television set to produce illuminating analyses not only of the programmes themselves, but also of the culture which produces them.

Cultural Populism Routledge

'When Oak Was New' shows that we cannot fully understand antique furniture without understanding how its owners used it when it was new.

*Understanding Popular Culture* Minneapolis, Minn. : University of Minnesota Press

In 'MediaMaking', media theory and cultural studies are brought together to present the interrelations among various media, the overall development of a media culture and the broader social context in which media is located.

**MediaMaking** SAGE Publications

Breaking new ground by considering productions of popular culture from above, rather than from below, this book draws on theorists of cultural studies, such as Pierre Bourdieu, Roger Chartier and John Fiske to synthesize work from disparate fields and present new readings of well-known literary works. Using the literature of Shakespeare, Spenser and Jonson, Mary Ellen Lamb investigates the social narratives of several social groups - an urban, middling group; an elite at the court of James; and an aristocratic faction from the countryside. She states that under the pressure of increasing economic stratification, these social

fractions created cultural identities to distinguish themselves from each other - particularly from lower status groups. Focusing on Shakespeare's *A Midsummer Night's Dream* and *Merry Wives of Windsor*, Spenser's *Faerie Queene*, and Jonson's *Masque of Oberon*, she explores the ways in which early modern literature formed a particularly productive site of contest for deep social changes, and how these changes in turn, played a large role in shaping some of the most well-known works of the period.

Power Plays Power Works John Wiley & Sons

Now, more than 20 years since its initial release, John Fiske's classic text *Power Plays Power Works* remains both timely and insightful as a theoretically driven examination of the terrain where the politics of culture and the culture of politics collide. Drawing on a diverse set of cultural sites - from alternative talk radio forums, museums, celebrity fandom, to social problems such as homelessness - Fiske traverses the topography of the American cultural landscape to highlight the ways that ordinary people creatively construct their social identities and relationships through the use of the resources available to them, while constrained by social conditions not of their own choosing. This important analysis provides a set of critical methodological and analytical tools to grapple with the complexities and struggles of contemporary social life. A new introductory essay by former Fiske student Black Hawk Hancock entitled 'Learning How to Fiske: Theorizing Power, Knowledge, and Bodies in the 21st Century' elucidates Fiske's methods for today's students, providing them with the ultimate guide to thinking and analyzing like John Fiske; the art of 'Learning How to Fiske'.

*Understanding Popular Culture: Popular Culture* Routledge

Praise for the First Edition: 'I can't think of a book in media studies that handles so well the diversity of perspectives and issues that Stevenson addresses. Whether reconstructing Marxism or deconstructing postmodernism, tackling the pleasures of soap opera or the repetitive structures of daily news presentation, Stevenson is always clear and insightful' - *Sociology*

The Second Edition of this book provides a comprehensive overview of the ways in which social theory has attempted to theorize the importance of the media in contemporary society. Now fully revised to take account of the recent theoretical developments associated with 'new media' and 'information society', as well as the audience and the public sphere, *Understanding Media Cultures*: - Critically examines the key social theories of mass communication - Highlights the work of individual theorists including Fiske, Williams, Hall, Habermas, Jameson, McLuhan and Baudrillard. - Covers the important traditions of media analysis from feminism, cultural studies and audience research. - Now includes a discussion of recent perspectives developed by Castells, Haraway, Virilio and Schiller. - Provides a glossary of key terms in media and social theory. Retaining all the strengths of the previous edition, *Understanding Media Cultures* offers a comprehensive and up-to-date overview of the field. It will be essential reading for students of social theory, media and cultural studies.

*Popular Culture Theory and Methodology* Psychology Press

*Culture Is Our Business* is Marshall McLuhan's sequel to *The Mechanical Bride: Folklore of Industrial Man*. Returning to the subject of advertising newly armed with the electric sensibility that informed *The Gutenberg Galaxy*, *Understanding Media*, and *The Medium Is the Massage*, McLuhan takes on the mad men (a play on the ad men of Madison Avenue) of the sixties. Approaching commercial messages as unacknowledged art forms and cultural artifacts, McLuhan delivers a series of probes that pick apart their meanings and underlying values, their paradoxes and paralogsms, and their overt function as persuasion and propaganda. Through humor, satire, and a poetic sensibility, he

provides us with a serious exploration of the consumer culture that emerged out of the electronic media environment. In keeping with the participatory ethos of the Internet that McLuhan so clearly anticipated, this is a book that is meant to open the door to further study, reflection, and discussion, and to encourage the development of critical reception on the part of the reader.

Television Culture SAGE

Book on dynamics of popular culture.

*Michel De Certeau* Routledge

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.

Routledge

BOOK COVER -- TITLE -- COPYRIGHT -- CONTENTS --  
ACKNOWLEDGEMENTS -- WHY FISKE STILL MATTERS -- READING  
FISKE AND UNDERSTANDING THE POPULAR -- NOTES ON  
CONTRIBUTORS -- PREFACE -- 1 THE JEANING OF AMERICA -- 2  
COMMODITIES AND CULTURE -- 3 PRODUCTIVE PLEASURES -- 4  
OFFENSIVE BODIES AND CARNIVAL PLEASURES -- 5 POPULAR  
TEXTS -- 6 POPULAR DISCRIMINATION -- 7 POLITICS --  
REFERENCES -- INDEX

The Popular Culture of Shakespeare, Spenser and Jonson

Routledge

A reader on popular culture

Reading the Popular, 2nd Edition Routledge

This revised edition of a now classic text includes a new overview by Henry Jenkins, explaining "Why Fiske Still Matters" for today's students, followed by a discussion between former Fiske students Kevin Glynn, Jonathan Gray, and Pamela Wilson on the theme of "Reading Fiske and Understanding the Popular". Both underline the continuing relevance of this foundational text in the study of popular culture. Beneath the surface of the cultural artifacts that surround us—shopping malls, popular music, the various forms of television—lie a multitude of meanings and ways of using them, not all of them those intended by their designers. In *Reading the Popular*, John Fiske analyzes these popular "texts" to reveal both their explicit and implicit (and often opposite) meanings and uses, and the social and political dynamics they reflect. Fiske's "readings" of these cultural phenomena highlight the conflicting responses they evoke: Madonna may be promoted as a "boy toy", but young girls feel empowered by her ability to toy with boys; Chicago's Sears Tower may be a massive expression of capitalist domination, but it can also allow one to tower over the city. In each case it is the latter option that interests him, for this is where Fiske locates popular culture: it is the point at which people take the goods offered them by industrial capitalism (however oppressive they may seem) and turn them to their own creative, and even subversive, uses. Designed as a companion to *Understanding Popular Culture*, *Reading the Popular* gives the lie to theories that portray a mass audience that mindlessly consumes every product it is offered. Fiske's acute perception and lively wit combine to provide a truly democratic vision of popular culture, one that respects the awareness and the agency

of the people who make it. When it was first written, *Understanding Popular Culture* took a groundbreaking approach to studying such cultural artifacts as jeans, shopping malls, tabloid newspapers, and TV game shows, which remains relevant today. Fiske differentiates between mass culture—the cultural "products" put out by an industrialized, capitalist society—and popular culture—the ways in which people use, abuse, and subvert these products to create their own meaning and messages. Rather than focusing on mass culture's attempts to dominate and homogenize, he prefers to look at (and revel in) popular culture's evasions and manipulations of these attempts. *Understanding Popular Culture* presents a radically different theory of what it means for culture to be popular: that it is, literally, of the people. It is not imposed on them, it is created by them, and its pleasures and meanings reflect popular tastes and concerns—and a rejection of those fostered by mass culture. With wit, clarity, and insight, Professor Fiske debunks the myth of the mindless mass audience, and demonstrates that, in myriad ways, popular culture thrives because that audience is more aware than anyone guesses. This classic text provides a lucid, accessible introduction to the main authorities in the field of communication studies, aimed at students coming to the subject for the first time. It outlines a range of methods of analysing examples of communication, and describes the theories underpinning them. Thus armed, the reader will be able to tease out the latent cultural meanings in such apparently simple communications as news photos or popular TV programmes, and to see them with new eyes. Television is unique in its ability to produce so much pleasure and so many meanings for such a wide variety of people. In this book, John Fiske looks at television's role as an agent of popular culture, and goes on to consider the relationship between this cultural dimension and television's status as a commodity of the cultural industries that are deeply inscribed with capitalism. He makes use of detailed textual analysis and audience studies to show how television is absorbed into social experience and thus made into popular culture. Audiences, Fiske argues, are productive, discriminating, and televisually literate. *Television Culture* provides a comprehensive introduction for students to an integral topic on all communication and media studies courses.

*Introduction to Communication Studies* Routledge

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

*Cultural Theory and Popular Culture* Psychology Press

'... a highly imaginative and often very entertaining book ... which ... probably says more than any other available text about the limitations and possibilities of present forms of radio.' Professor Laurie Taylor on the first edition of *Understanding Radio*

*Understanding Radio* is a fully revised edition of a key radio textbook. Andrew Crisell explores how radio processes genres such as news, drama and comedy in highly distinctive ways, and how the listener's use of the medium has important implications for audience studies. He explains why the sound medium, even more than television, has played such a crucial role in the

development of modern popular culture. The book also introduces students to the broadcasting landscape in a time of great change for national and local radio provision. *Understanding Radio* will be essential reading both to students of media and to those with a practical involvement in programme production. This new edition includes: a revised history of radio bringing the reader right up to date a brand new chapter on 'talk-and-music' radio, the format adopted by many of the new stations. Andrew Crisell lectures in communication and media studies at the University of Sunderland. He has written widely on radio and co-founded Wear FM, winner of the 1992 Sony 'Radio Station of the Year' award.

Television, Audiences and Cultural Studies Routledge

This revised edition of a now classic text includes a new introduction by Henry Jenkins, explaining 'Why Fiske Still Matters' for today's students, followed by a discussion between former Fiske students Kevin Glynn, Jonathan Gray, and Pamela Wilson on the theme of 'Reading Fiske and Understanding the Popular'. Both underline the continuing relevance of this foundational text in the study of popular culture. What is popular culture? How does it differ from mass culture? And what do popular "texts" reveal about class, race, and gender dynamics in a society? John

Fiske answers these and a host of other questions in *Understanding Popular Culture*. When it was first written, *Understanding Popular Culture* took a groundbreaking approach to studying such cultural artifacts as jeans, shopping malls, tabloid newspapers, and TV game shows, which remains relevant today. Fiske differentiates between mass culture – the cultural "products" put out by an industrialized, capitalist society – and popular culture – the ways in which people use, abuse, and subvert these products to create their own meanings and messages. Rather than focusing on mass culture's attempts to dominate and homogenize, he prefers to look at (and revel in) popular culture's evasions and manipulations of these attempts. 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. It is not imposed on them, it is created by them, and its pleasures and meanings reflect popular tastes and concerns – and a rejection of those fostered by mass culture. With wit, clarity, and insight, Professor Fiske debunks the myth of the mindless mass audience, and demonstrates that, in myriad ways, popular culture thrives because that audience is more aware than anyone guesses.

Related with *Understanding Popular Culture* John Fiske:

- Anatomy Of The Popliteal Fossa : [click here](#)