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ISBN	1-78348-557-4
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Collana	Cultural studies and Marxism
Disciplina	973.9
Soggetti	Hegemony - Social aspects - United States - History Mass media - Social aspects - United States - History Mass media - Political aspects - United States - History Mass media - Economic aspects - United States - History Popular culture - United States - History Politics and culture - United States - History Electronic books. United States Civilization 1865-1918 United States Civilization 1918-1945 United States Civilization 1945- United States Intellectual life
Lingua di pubblicazione	Inglese
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Chapter One: Valorizing Hegemony : American Mass Media, Intellectual Property, and the Economic Value of the Ideological State Apparatuses -- Chapter Two: A Slightly Deeper Time of the Media : The Nineteenth Century Struggle for Hegemony -- Chapter Three: When Shakespeare became Black(face) and Christmas became White : Race, Class, and Valorization before the Commodification of Consciousness -- Chapter Four: Administration and/of Culture : The Incorporation of Media Culture and the Critique of the Frankfurt School and Political Economy of Communication -- Chapter Five: The Work of Meaning and the Meaning of Work : Cultural Studies and the Discovery of Audience Labor -- Chapter Six: Culture Industry 2.0 : Properties of Cultural Production

and the Value of Commodified Sociality.

Sommario/riassunto

"Analyzes twentieth-century media and cultural theories as they relate to changes in political economy, communication technology, popular culture and collective consciousness in the United States. It argues that much of contemporary media environment is operating as Western capitalist media have for more than a century, making these theories more relevant than ever"--Provided by publisher.
