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Nota di contenuto	Cover; Contents; Illustrations; Acknowledgements; Introduction - A Philosophy of Plenty: A New Endeavour?; Chapter 1 - The Intelligent Co-ed's Guide to Cultural Studies: From Virginia Woolf to Tom Wolfe (destination O'Hare); Chapter 2 - Culture from Arnold to Schwarzenegger: Imperial Literacy to Pop Culture (destination democracy?); Chapter 3 - 'Beating the Whites with the Red Wedge': From Public service to dinner service (destination Kate Moss); Chapter 4 - Waiting for the Kettle to Boil: Culture and Consciousness (destination Celebration) Chapter 5 - The Ordinary as a Sign of Itself: Culture and Everyday Life (travelling, shopping, walking, eating)Chapter 6 - Reading the Readers: From Marx to Market (desperately seeking adoption); References: Cites to Behold; Index
Sommario/riassunto	Hartley sheds new light on neglected pioneers, and also examines a host of themes in the subject, including literary criticism mass society, political economy, art history, teaching and feminism, anthropology and sociology.