

1. Record Nr.	UNINA9910455836703321
Autore	Gunster Shane
Titolo	Capitalizing on culture : critical theory for cultural studies // Shane Gunster
Pubbl/distr/stampa	Toronto, [Ontario] ; ; Buffalo, [New York] ; ; London, [England] : , : University of Toronto Press, , 2004 ©2004
ISBN	1-282-02304-7 9786612023040 1-4426-7272-2
Descrizione fisica	1 online resource (356 p.)
Collana	Cultural Spaces
Disciplina	306.4
Soggetti	Popular culture - Economic aspects Popular culture - Study and teaching Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Frontmatter -- Contents -- Acknowledgments -- Introduction: Culture as Commodity -- 1. Mass Culture and the Commodity Form: Revisiting the Culture Industry Thesis -- 2. Capitalism, Mimesis, Experience: Legacies of the Commodity Fetish -- 3. Dreams of Redemption? Adorno, Benjamin, and the Dialectics of Culture -- 4. From Mass to Popular Culture: From Frankfurt to Birmingham -- 5. Articulation and the Commodity Form: Rethinking Contemporary Cultural Studies -- Concluding Thoughts -- Notes -- Works Cited -- Index -- Backmatter
Sommario/riassunto	Building on the work of Theodor Adorno and Walter Benjamin, Capitalizing on Culture presents an innovative, accessible, and timely exploration of critical theory in a cultural landscape dominated by capital. Despite the increasing prevalence of commodification as a dominant factor in the production, promotion, and consumption of most forms of mass culture, many in the cultural studies field have failed to engage systematically either with culture as commodity or with critical theory. Shane Gunster corrects that oversight, providing attentive readings of Adorno and Benjamin's work in order to generate

a complex, non-reductive theory of human experience that attends to the opportunities and dangers arising from the confluence of culture and economics. Gunster juxtaposes Benjamin's thoughts on memory, experience, and capitalism with Adorno's critique of mass culture and modern aesthetics to illuminate the key position that the commodity form plays in each thinker's work and to invigorate the dialectical complexity their writings acquire when considered together. This blending of perspectives is subsequently used to ground a theoretical interrogation of the comparative failure of cultural studies to engage substantively with the effect of commodification upon cultural practices. As a result, *Capitalizing on Culture* offers a fresh examination of critical theory that will be valuable to scholars studying the intersection of culture and capitalism.
