

1. Record Nr.	UNINA9910480821503321
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Titolo	Cultural hegemony in the U.S [[electronic resource] /] / Lee Artz, Bren Ortega Murphy
Pubbl/distr/stampa	Thousand Oaks, Calif. ; ; London, : SAGE, c2000
ISBN	0-8039-4502-7 1-322-41324-X 1-4522-2196-0
Descrizione fisica	1 online resource (349 p.)
Collana	Foundations of popular culture ; ; 7
Altri autori (Persone)	MurphyBren Adair Ortega <1949->
Disciplina	306.0973
Soggetti	Popular culture - United States Dominance (Psychology) - United States Electronic books. United States Social conditions 20th century
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 (p. 305-320) and index.
Nota di contenuto	Cover; Contents; Introduction; Chapter 1 - Power Through Consent; Chapter 2 - Cultural Hegemony and Racism; Chapter 3 - Hegemony and Gender: Breakthroughs and Entrenchment; Chapter 4 - Class Contradictions and Antagonisms; Chapter 5 - Prospects for Challenge and Change; References; Index; About the Authors
Sommario/riassunto	This text is the first to present cultural hegemony in its original form - as a process of consent, resistance, and coercion. Hegemony is illustrated with examples from American history and contemporary culture, including practices that represent race, gender and class in everyday life.