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| 1. Record Nr. | UNINA9910813968303321 |
| Autore | Hutnyk John <1961-> |
| Titolo | Critique of exotica : music, politics, and the culture industry // John Hutnyk |
| Pubbl/distr/stampa | London ; ; Sterling, Va., : Pluto Press, 2000 |
| ISBN | 1-84964-077-7 |
| Edizione | [1st ed.] |
| Descrizione fisica | 1 online resource (256 p.) |
| Disciplina | 306.4/84 |
| Soggetti | Popular music - Social aspects Popular music - Political aspects Popular culture - History - 20th century |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Note generali | Bibliographic Level Mode of Issuance: Monograph |
| Nota di bibliografia | Includes bibliographical references (p. 239-250) and index. |
| Nota di contenuto | Intro -- Contents -- Part I: Alliances -- 1 Dub: Introduction -- Notes 1-2 -- 3-9 -- 10-12 -- 2 Adorno at Womad -- Notes -- 3 'Dog-Tribe' -- Notes 1-5 -- 6-10 -- 11 -- Part II: Appropriations -- 4 Magical Mystical Tourism -- Notes 1-2 -- 3-14 -- 15-18 -- 19-27 -- 28-31 -- 32 -- 33-35 -- 5 Authenticity or Cultural Politics? -- Notes 1-10 -- 11-15 -- Part III: Internationalisms -- 6 Critique of Postcolonial Marxisms -- Notes 1-8 -- 9-12 -- 13-20 -- 7 'Naxalite' -- Notes 1-2 -- 3-7 -- 8-15 -- 16-18 -- 19-23 -- 24-28 -- 29-30 -- 8 Conclusion: The Culture Industry -- Notes 1-4 -- 5-10 -- 11-14 -- 15-16 -- 17-19 -- 20 -- Bibliography -- 'Indipop' 131 -- 'material girl' -- 4 -- 9 -- 90 -- 114 -- 120 -- 121 -- 212 -- 2nd Generation 4 -- absolutism -- 37 -- 40 -- 43 -- Achanak 11 -- Adorno, Theodor -- 19 -- 40 -- 42 -- 47-9 -- 232 -- 'secret omnipresence' of resistance 7 -- 'secret omnipresence' of resistance 7 -- 'secret omnipresence' of resistance 203 -- 'secret omnipresence' of resistance 203 -- and music 221 -- and music 222-3 -- popular culture 28-30 -- Ahmad, Aijaz 146 -- Ali Khan, Nusrat Fatah -- 28 -- 30 -- 124 -- Ali, Quaddas 185 -- Ali, Tariq 156 -- alienation -- 93 -- 95 -- 150 -- All-India Coordinating Committee of Communist Revolutionaries [AICCCR] 195 -- alliance[s] -- 78 -- 132 -- 133 -- musical 42-9 -- Althusser, Louis 226 -- Amer Rafiq Defence Campaign -- 8 -- 78 -- 173-4 -- 223 -- Amritsar 185 -- anarchism 155 -- Andhara Pradesh |

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Sommario/riassunto

In this innovative book, John Hutnyk questions the meaning of cultural hybridity. Using the growing popularity of Asian culture in the West as a case study, he looks at just who benefits from this intermingling of culture. Focusing on music, race and politics, Hutnyk offers a cogently theorised critique of the culture industry. He looks at artists such as Asian Dub Foundation, FunDaMental and Apache Indian to see how their music is both produced and received. He analyses 'world' music festivals, racist policing and the power of corporate pop stars to market exotica across the globe. Throughout, Hutnyk provides a searing critique of a world that sells exotica as race relations and visibility as redress.
