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| Nota di bibliografia | Includes bibliographical references and index. |
| Nota di contenuto | Introduction : popular culture and its critics -- 1. Carnival and chronotope : Bakhtin and style magazines -- 2. Joyful mayhem : Bakhtin and football fans -- 3. Rumor, gossip, and scandal : Barthes and tabloid rhetoric -- 4. "The last stop of desire" : Roland Barthes goes shopping -- 5. Blueprints and bodies : Lacan and the pornographic imagination -- 6. Dark homecomings : Lacan and horror fictions. |
| Sommario/riassunto | In High Theory/Low Culture , Brottman uses the tools of 'high' cultural theory to examine many areas of today's popular culture, including style magazines, sport, shopping, tabloid newspapers, horror movies and pornography. In doing so, she not only demonstrates the practical use of 'high' theory as it relates to our everyday world, but she also investigates the kinds of 'low' culture that are regularly dismissed by academic scholars. Through a close examination of these cultural forms, Brottman reveals how the kinds of popular culture that we |

usually take for granted are, in fact, far more complex and sophisticated than is normally assumed.
