

# Comm 123 midterm



**ASSIGN  
BUSTER**

John Storey Title: "What is popular culture?" Subject: Ten definitions of popular culture  
Dwight MacDonal Title: "A Theory of Mass Culture" Subject: Criticism of mass culture  
Theodor Adorno Title: "On Popular Music" Subject: Criticism of popular music  
Adorno & Horkheimer Title: "The Culture Industry- Enlightenment as Mass Deception" Subject: Concerns regarding homogenization, docile audiences, advertizing  
Jim Ferreira Title: "Cultural Conservatism and Mass Culture: The Case Against Democracy" Subject: Summary of cultural conservative views  
Herbert Gans Title: "Popular Culture and High Culture: An Analysis and Evaluation of Taste" Subject: Supports pop culture via rebutting complaints regarding pop culture  
John Fiske Title: "Understand Popular Culture" Subject: In support of pop culture because it is of the people  
Steven Johnson Title: "Watching TV Makes You Smarter" Subject: Positive analysis of increasingly cognitively demanding television  
Henry Jenkins Title: "Get a Life: Fans, Poachers and Nomads" Subject: Support of "fans" as well as summary of critiques v. fans  
Malcolm Gladwell Title: "The Cool Hunt" Subject: Description of "cool hunters"  
Erica Rand Title: "Barbies Queer Accessories" Subject: Critically viewing Barbie's role in society and what its role reveals  
John Storey Title: "Postmodernism" Subject: Summary of postmodernism in regards to popular culture  
Nancy Morris Title: "The Myth of Unadulterated Culture Meets the Threat of Imported Media" Subject: No such thing as unadulterated culture  
Annabelle Sreberny-Mohammadi Title: "The Many Cultural Faces of Imperialism" Subject: Analysis of culture and imperialism  
Stuart Hall Title: "The Spectacle of the Other" Subject: Analysis of race in visual advertising  
Jhally Title: "Image Based Culture" Subject: Increasing role of image based advertising in

society Susan Bordo Title: "Hunger as Ideology" Subject: Analysis of influence of advertising on gender roles, with a particular emphasis on female eating