

<<美国大众文化>>

图书基本信息

书名：<<美国大众文化>>

13位ISBN编号：9787564128319

10位ISBN编号：7564128313

出版时间：2011-7

出版时间：东南大学出版社

作者：金衡山,廖炜春

页数：260

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

<<美国大众文化>>

内容概要

金衡山、廖炜春主编的《美国大众文化》是一部有关美国大众文化的阅读文选，收集了与大众文化相关的消费文化、广告、电视、体育、音乐、电影、大众偶像等方面的各类文章。

一方面，读者可以从这些文章中了解近几十年来美国大众文化的方方面面；另一方面，这些文章不只是单单介绍大众文化，更主要的是，文章的作者都是用一种批评的眼光来看待大众文化，所以你读到的除了相关知识之外，更多的是精湛的评论，犀利的批判，深邃的思想，生动的文笔。

<<美国大众文化>>

书籍目录

导论 大众文化和大众文化批评

Chapter 1 Consumer Culture: The Passion of Consumption and the Consumer Society

Lesson 1 The Signs of Shopping

Lesson 2 The Haunted Superstore

Lesson 3 Blue Jeans

Historical Perspective: Fashion

Chapter 2 Advertising: The Signs of Advertising in America

Lesson 4 Masters of Desire: The Culture of American Advertising

Lesson 5 Advertising's Fifteen Basic Appeals

Lesson 6 With These Words I Can Sell You Anything

Historical Perspective: Advertising

Chapter 3 Pop Music: Excitements, Emotions and Controversies

Lesson 7 Hip-Hop Nation: There's More To Rap Than Just Rhythms and Rhymes

Lesson 8 Rock 'N' Revolt

Lesson 9 The Lessons of Presley's Hips

Historical Perspective: Music

Chapter 4 Television: The Cultural Impacts of Television

Lesson 10 Television and Cultural Behavior

Lesson 11 Life According to TV

Lesson 12 Soaps Day and Night

Lesson 13 The Opera Winfrey Show and The Talk Show Furor

Historical Perspective: Television

Chapter 5 Sports: The Cultural Implications in American Sports

Lesson 14 Sports and the American Dream

Lesson 15 Jockpop: Popular Sports and Politics

Lesson 16 The Black and White Truth about Basketball

Historical Perspective: Sports

Chapter 6 Film: Making Hollywood Dreams

Lesson 17 Creating the Myth

Lesson 18 The Western

Lesson 19 Asian Women in Film: No Joy, No Luck

Lesson 20 The Way We Are

Historical Perspective: Film

Chapter 7 American Icons: The Worshipped Characters for the Public

Lesson 21 Be Like Mike? Michael Jordan and the Pedagogy of Desire

Lesson 22 What Makes Superman So Darned American?

Lesson 23 Our Barbies, Ourselves

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>