THE ROUTLEDGE COMPANION TO GLOBAL POPULAR CULTURE

Edited by Toby Miller
# CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>List of Figures</td>
<td>ix</td>
</tr>
<tr>
<td>List of Tables</td>
<td>xi</td>
</tr>
<tr>
<td>Notes on Contributors</td>
<td>xii</td>
</tr>
<tr>
<td>Acknowledgments</td>
<td>xxii</td>
</tr>
<tr>
<td>Introduction: Global Popular Culture</td>
<td>1</td>
</tr>
<tr>
<td>TOBY MILLER</td>
<td></td>
</tr>
</tbody>
</table>

## PART I

### Theories

1. Political Economy  
   *VINCENT MOSCO*  
   13

2. Theoretically Accounting for Television Formats in the New International Division of Cultural Labour  
   *ANTHONY QUINN*  
   23

3. Social Semiotics  
   *BOB HODGE*  
   36

4. Audiences: The Lived Experience of Popular Culture  
   *HELEN WOOD*  
   45

5. The Media and Democratization  
   *GRAEME TURNER*  
   56

6. Participation (Un)Limited: Social Media and the Prospects of a Common Culture  
   *MARISOL SANDOVAL*  
   66

7. Designing Affective Consumers: Emotion Analysis in Market Research  
   *KELLY GATES*  
   77

8. The Metrics, Reloaded  
   *SHAWN SHIMPACH*  
   93

   *DANA POLAN*  
   103
CONTENTS

10 The Humdrum  
ALEC MCHOUL  
119

11 Celebrity  
JO LITTLE  
128

12 Celebrities in Global Development  
KARIN GWINN WILKINS  
137

13 Relationbits: You, Me and the Other  
ANA MARÍA MUNAR AND RICHARD EK  
149

14 Studying Change in Popular Culture: A “Middle-Range” Approach  
STUART CUNNINGHAM AND JON SILVER  
159

15 Externalism and Linked Brains: Popular Culture as a Knowledge-Creating Deme  
JOHN HARTLEY  
175

PART II  
Genres

16 De Do Do Do, De Da Da Dadaism: Popular Culture and the Avant-Garde  
SCOTT MACKENZIE  
187

17 Privatization Is the New Black: Quality Television and the Re-Fashioning of the U.S. Prison Industrial Complex  
MARA PRAMAGGIORE  
197

18 The Money Shot in Feminist Queer and Mainstream Pornographies  
TIFFANY SOSTAR AND REBECCA SULLIVAN  
207

19 The Horrors of Slavery and Modes of Representation in Amistad and 12 Years a Slave  
DOUGLAS KELLNER  
229

20 Black Frankenstein and Racial Neoliberalism in Contemporary American Cinema: Reanimating Racial Monsters in Changing Lanes  
MICHAEL G. LACY  
244

21 Nonverbal Signals as Key to Howard Hawks' Cinema: The Importance of Adaptors in His Girl Friday  
PAULA REQUEIJO REY  
259

22 The Labor of Classical Maternal Melodramas  
KATHLEEN A. MCHUGH  
268

23 Agitprop Rap? “Ill Manors” and the Impotent Indifference of Social Protest  
MIGUEL MERA  
282

24 World Music: The Fabrication of a Genre  
TIMOTHY D. TAYLOR  
282
CONTENTS

25 The Shifting Boundaries of Jazz and/in Popular Culture 292
SILVIO WAISBORD

26 Body, Space and Authenticity in Shakira's Video for “My Hips Don't Lie” 301
ANAMARIA TAMAYO DUQUE

27 “We Cannot Live in Our Own Neighborhood”: An Approach to the Construction of Intercultural Communication in Television News 308
LEONARDA GARCÍA-JIMÉNEZ, MIQUEL RODRIGO-ALSINA, AND ANTONIO PINEDA

28 Online Tabloid Newspapers 323
DAVID ROWE

29 Media Representation of Science and Health: The Case of Coma 333
JENNY KITZINGER

30 Mass Movement: Popular Culture and the End of the Corset 342
SARAH BERRY

31 Shirley Temple: Child Star 356
GEOFF LEALAND

32 Retro in Contemporary Bombay Cinema 366
RANJANI MAZUMDAR

PART III
Places

33 The Personal Is Political: The Political Economy of Noncommercial Radio Broadcasting in the United States 379
ROBERT W. MCCHERNEY

34 Little Hollywoods: The Cultural Impacts of Runaway Film Production 388
VICKI MAYER

35 The Next Ronald Reagan? Celebrity, Social Entrepreneurism, and the Case of Brazilian TV Host Luciano Huck 397
BRUNO CAMPANELLA

36 Solidarity Matters: Global Solidarity, Revolution and Indigenous Peoples in Latin America 407
ROY KRÖVEL

37 Performing Native Identities: Human Displays and Indigenous Activism in Marcos' Philippines 417
TALITHA ESPRITU

38 “Like” It or Not: The Impact of Facebook and Social Networking Sites on Adolescents’ Responses to Peer Influence 426
DREW P. CINGEL AND ELLEN WARTELLA
<table>
<thead>
<tr>
<th>Page</th>
<th>Title</th>
<th>Authors</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>39</td>
<td>Gallipoli, Tourism and Australian Nationalism</td>
<td>Jim McKay and Brad West</td>
<td>436</td>
</tr>
<tr>
<td>40</td>
<td>'Creativity Is for People – Art's for Posh People': Popular Culture and the UK's New Labour Government</td>
<td>Kate Oakley</td>
<td>449</td>
</tr>
<tr>
<td>41</td>
<td>The Politics and Possibilities of Media Reform: Lessons from the UK</td>
<td>Natalie Fenton and Des Freedman</td>
<td>458</td>
</tr>
<tr>
<td>42</td>
<td>Spaces of Emotions: Technology, Media and Affective Activism</td>
<td>Inka Salovaara</td>
<td>471</td>
</tr>
<tr>
<td>43</td>
<td>Asian Popular Culture Review</td>
<td>Anthony Y. H. Fung, John Nguyet Erni, and Frances Yang</td>
<td>481</td>
</tr>
<tr>
<td>44</td>
<td>Capitals without Countries: Cairo and Beirut in English</td>
<td>Jenine Abboushi</td>
<td>492</td>
</tr>
<tr>
<td>45</td>
<td>La Sape: Fashion and Performance</td>
<td>Dominic Thomas</td>
<td>500</td>
</tr>
<tr>
<td>46</td>
<td>“Popular Culture” in a Changing Brazil</td>
<td>Edson Farias and Bianca Freire-Medeiros</td>
<td>510</td>
</tr>
</tbody>
</table>

Index: 519