

Department of Sociology & Anthropology, BGU

Course: Sociology of Popular Culture

2 credits, elective, BA level

Prof. Aviad E. Raz

Taught: 2008-9

Course description:

The course presents major theories in the sociology of popular culture, discussing issues such as leisure, mass communication and consumption, globalization and glocalization, identity and class, and more.

Course requirements:

Final test 100% or seminar 100%

Course contents and readings:

Backgrounds – popular, high and low culture

Cohen, E. & R. (1993). "high and low culture: the illusion of differences," 13-31 in Kedar B. (Ed.) *Popular Culture*. Zalman Shazar Center (Hebrew)

Bourdieu, P. 1980. "The Aristocracy of Culture." *Media, Culture & Society* 2:225-254

Frankfurt School

Walter, B. "The Work of Art in the Age of Mechanical Reproduction," 154-177 in his *Selected Writings*, Hakkibbutz Hameuchad (Hebrew)

Mei-Dan, M and A. Yasur. (1993). Introduction, pp. 7-57 in their *Frankfurt School*. Hapoalim publications (Hebrew).

Adorno, T. & M. Horkheimer (1947). "the culture industry". 158-199 in *Frankfurt School*. Hapoalim publications (Hebrew).

Theories of Simulation and Reception

Hall, Stuart. 1993. "Encoding, Decoding." Pp 90-104 in During, S. Cultural Studies Reader. Routledge.

Baudrillard, Jean. 1993. "Hyperreal America," Economy and Society 22:243-252

Globalization, Glocalization and Symbolic Interaction

Raz, A. 1999. "Glocalization and Symbolic Interaction," Studies in Symbolic Interaction 17:1-16

Liebes, Tamar & Elihu Katz. 1990. The Export of Meaning: Cross-Cultural Readings of Dallas. NY: Oxford University Press. Chapter 10: How Dallas Failed in Japan

Raz, A. (1999). Riding the Black Ship: Tokyo Disneyland and Japan. Harvard University Press.

Identity and Class

Katz, E et al (1992). A report on leisure activities in Israel 1970-90. Gutman Institute, the Hebrew University

Katz-Gero, T. & Shavit, Y. (1998). "Lifestyle and classes and Israel," *Israeli Sociology* A1: 91-114