

1

CULTURAL STUDIES, MULTICULTURALISM, AND MEDIA CULTURE

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Radio, television, film, and the other products of media culture provide materials out of which we forge our very identities; our sense of selfhood; our notion of what it means to be male or female; our sense of class, of ethnicity and race, of nationality, of sexuality; and of “us” and “them.” Media images help shape our view of the world and our deepest values: what we consider good or bad, positive or negative, moral or evil. Media stories provide the symbols, myths, and resources through which we constitute a common culture and through the appropriation of which we insert ourselves into this culture. Media spectacles demonstrate who has power and who is powerless, who is allowed to exercise force and violence, and who is not. They dramatize and legitimate the power of the forces that be and show the powerless that they must stay in their places or be oppressed.

We are immersed from cradle to grave in a media and consumer society and thus it is important to learn how to understand, interpret, and criticize its meanings and messages. The media are a profound and often misperceived source of cultural pedagogy: They contribute to educating us how to behave and what to think, feel, believe, fear, and desire—and what not to. The media are forms of pedagogy that teach us how to be men and women. They show us how to dress, look, and consume; how to react to

members of different social groups; how to be popular and successful and how to avoid failure; and how to conform to the dominant system of norms, values, practices, and institutions. Consequently, the gaining of critical media literacy is an important resource for individuals and citizens in learning how to cope with a seductive cultural environment. Learning how to read, criticize, and resist socio-cultural manipulation can help empower oneself in relation to dominant forms of media and culture. It can enhance individual sovereignty vis-à-vis media culture and give people more power over their cultural environment.

In this chapter, I will discuss the potential contributions of a cultural studies perspective to media critique and literacy. In recent years, cultural studies has emerged as a set of approaches to the study of culture and society. The project was inaugurated by the University of Birmingham Centre for Contemporary Cultural Studies, which developed a variety of critical methods for the analysis, interpretation, and criticism of cultural artifacts.¹ Through a set of internal debates, and responding to social struggles and movements of the 1960s and the 1970s, the Birmingham group came to focus on the interplay of representations and ideologies of class, gender, race, ethnicity, and nationality in cultural texts, including media culture. They were among the first to study the effects of newspapers, radio, television, film, and other popular cultural forms on audiences. They also focused on how various audiences interpreted and used media culture differently, analyzing the factors that made different audiences respond in contrasting ways to various media texts.

Through studies of youth subcultures, British cultural studies demonstrated how culture came to constitute distinct forms of identity and group membership. For cultural studies, media culture provides the materials for constructing views of the world, behavior, and even identities. Those who uncritically follow the dictates of media culture tend to "mainstream" themselves,

conforming to the dominant fashion, values, and behavior. Yet cultural studies is also interested in how subcultural groups and individuals resist dominant forms of culture and identity, creating their own style and identities. Those who obey ruling dress and fashion codes, behavior, and political ideologies thus produce their identities within the mainstream group, as members of specific social groupings (such as white, middle-class conservative Americans). Persons who identify with subcultures, like punk culture, or black nationalist subcultures, look and act differently from those in the mainstream, and thus create oppositional identities, defining themselves against standard models.

Cultural studies insists that culture must be studied within the social relations and system through which it is produced and consumed and that thus study of culture is intimately bound up with the study of society, politics, and economics. Cultural studies shows how media culture articulates the dominant values, political ideologies, and social developments and novelties of the era. It conceives of U.S. culture and society as a contested terrain with various groups and ideologies struggling for dominance (Kellner, 1995). Television, film, music, and other popular cultural forms are thus often liberal or conservative, although they occasionally articulate more radical or oppositional positions and are often ideologically ambiguous, combining various political positions.

Cultural studies is valuable because it provides some tools that enable one to read and interpret one's culture critically. It also subverts distinctions between "high" and "low" culture by considering a wide continuum of cultural artifacts ranging from novels to television and by refusing to erect any specific cultural hierarchies or canons. Previous approaches to culture tended to be primarily literary and elitist, dismissing media culture as banal, trashy, and not worthy of serious attention. The project of cultural studies, by contrast, avoids cutting the field of culture into high and low, or

popular against elite. Such distinctions are difficult to maintain and generally serve as a front for normative aesthetic valuations and, often, a political program (i.e., either dismissing mass culture for high culture, or celebrating what is deemed "popular" while scorning "elitist" high culture).

Cultural studies allows us to examine and critically scrutinize the whole range of culture without prior prejudices toward one or another sort of cultural text, institution, or practice. It also opens the way toward more differentiated political, rather than aesthetic, valuations of cultural artifacts in which one attempts to distinguish critical and oppositional from conformist and conservative moments in a cultural artifact. For instance, studies of Hollywood film show how key 1960s films promoted the views of radicals and the counterculture and how film in the 1970s was a battleground between liberal and conservative positions; late 1970s films, however, tended toward conservative positions that helped elect Ronald Reagan as president (see Kellner & Ryan, 1988).

There is an intrinsically critical and political dimension to the project of cultural studies that distinguishes it from objectivist and apolitical academic approaches to the study of culture and society. British cultural studies, for example, analyzed culture historically in the context of its societal origins and effects. It situated culture within a theory of social production and reproduction, specifying the ways that cultural forms served either to further social domination or to enable people to resist and struggle against domination. It analyzed society as a hierarchical and antagonistic set of social relations characterized by the oppression of subordinate class, gender, race, ethnic, and national strata. Employing Gramsci's (1971) model of hegemony and counterhegemony, it sought to analyze "hegemonic," or ruling, social and cultural forces of domination and to seek "counterhegemonic" forces of resistance and struggle. The project was aimed at social transformation and attempted to specify forces of

domination and resistance in order to aid the process of political struggle and emancipation from oppression and domination.

For cultural studies, the concept of ideology is of central importance, for dominant ideologies serve to reproduce social relations of domination and subordination.² Ideologies of class, for instance, celebrate upper-class life and denigrate the working class. Ideologies of gender promote sexist representations of women and ideologies of race utilize racist representations of people of color and various minority groups. Ideologies make inequalities and subordination appear natural and just, and thus induce consent to relations of domination. Contemporary societies are structured by opposing groups who have different political ideologies (liberal, conservative, radical, etc.) and cultural studies specifies what, if any, ideologies are operative in a given cultural artifact (which could involve, of course, the specification of ideological contradictions). In the course of this study, I will provide some examples of how different ideologies are operative in media cultural texts and will accordingly provide examples of ideological analysis and critique.

Because of its focus on representations of race, gender, and class, and its critique of ideologies that promote various forms of oppression, cultural studies lends itself to a multiculturalist program that demonstrates how culture reproduces certain forms of racism, sexism, and biases against members of subordinate classes, social groups, or alternative lifestyles. Multiculturalism affirms the worth of different types of culture and cultural groups, claiming, for instance, that black, Latino, Asian, Native American, gay and lesbian, and other oppressed and marginal voices have their own validity and importance. An insurgent multiculturalism attempts to show how various people's voices and experiences are silenced and omitted from mainstream culture and struggles to aid in the articulation of diverse views, experiences, and cultural forms, from groups excluded from the

mainstream. This makes it a target of conservative forces who wish to preserve the existing canons of white male, Eurocentric privilege and thus attack multiculturalism in cultural wars raging from the 1960s to the present over education, the arts, and the limits of free expression.

Cultural studies thus promotes a multiculturalist politics and media pedagogy that aims to make people sensitive to how relations of power and domination are "encoded" in cultural texts, such as those of television or film. But it also specifies how people can resist the dominant encoded meanings and produce their own critical and alternative readings. Cultural studies can show how media culture manipulates and indoctrinates us, and thus can empower individuals to resist the dominant meanings in media cultural products and to produce their own meanings. It can also point to moments of resistance and criticism within media culture and thus help promote development of more critical consciousness.

A critical cultural studies—embodied in many of the chapters collected in this reader—thus develops concepts and analyses that will enable readers to analytically dissect the artifacts of contemporary media culture and to gain power over their cultural environment. By exposing the entire field of culture to knowledgeable scrutiny, cultural studies provides a broad, comprehensive framework to undertake studies of culture, politics, and society for the purposes of individual empowerment and social and political struggle and transformation. In the following pages, I will therefore indicate some of the chief components of the type of cultural studies that I find most useful.

♦ *Components of a Critical Cultural Studies*

At its strongest, cultural studies contains a threefold project of analyzing the production

and political economy of culture, cultural texts, and the audience reception of those texts and their effects. This comprehensive approach avoids too narrowly focusing on one dimension of the project to the exclusion of others. To avoid such limitations, I would thus propose a multiperspectival approach that (a) discusses production and political economy, (b) engages in textual analysis, and (c) studies the reception and use of cultural texts.³

PRODUCTION AND POLITICAL ECONOMY

Because it has been neglected in many modes of recent cultural studies, it is important to stress the importance of analyzing cultural texts within their system of production and distribution, often referred to as the political economy of culture.⁴ Inserting texts into the system of culture within which they are produced and distributed can help elucidate features and effects of the texts that textual analysis alone might miss or downplay. Rather than being antithetical approaches to culture, political economy can actually contribute to textual analysis and critique. The system of production often determines what sort of artifacts will be produced, what structural limits there will be as to what can and cannot be said and shown, and what sort of audience effects the text may generate.

Study of the codes of television, film, or popular music, for instance, is enhanced by studying the formulas and conventions of production. These cultural forms are structured by well-defined rules and conventions, and the study of the production of culture can help elucidate the codes actually in play. Because of the demands of the format of radio or music television, for instance, most popular songs are three to five minutes, fitting into the frames of the distribution system. Because of their control by giant corporations oriented primarily toward profit, film and television production in the United States is dominated by

specific genres such as talk and game shows, soap operas, situation comedies, action/adventure series, reality TV, and so on. This economic factor explains why there are cycles of certain genres and sub-genres, sequelmania in the film industry, crossovers of popular films into television series, and a certain homogeneity in products constituted within systems of production marked by rigid generic codes, formulaic conventions, and well-defined ideological boundaries.

Likewise, study of political economy can help determine the limits and range of political and ideological discourses and effects. My study of television in the United States, for instance, disclosed that takeover of the television networks by major transnational corporations and communications conglomerates was part of a "right turn" within U.S. society in the 1980s whereby powerful corporate groups won control of the state and the mainstream media (Kellner, 1990). For example, during the 1980s all three networks were taken over by major corporate conglomerates: ABC was bought out in 1985 by Capital Cities, NBC was absorbed by GE, and CBS was purchased by the Tisch Financial Group. Both ABC and NBC sought corporate mergers and this motivation, along with other benefits derived from Reaganism, might well have influenced them to downplay criticisms of Reagan and to generally support his conservative programs, military adventures, and simulated presidency.

Corporate conglomeratization has intensified further and today AOL and Time Warner, Disney, and other global media conglomerates control ever more domains of the production and distribution of culture (McChesney, 2000). In this global context, one cannot really analyze the role of the media in the Gulf war, for instance, without analyzing the production and political economy of news and information, as well as the actual text of the Gulf war and its reception by its audience (see Kellner, 1992). Likewise, the ownership by conservative corporations of dominant media

corporations helps explain mainstream media support of the Bush administration and their policies, such as the 2000 U.S. presidential election (Kellner, 2001).

Looking toward entertainment, one cannot fully grasp the Madonna phenomenon without analyzing her marketing strategies, her political environment, her cultural artifacts, and their effects (Kellner, 1995). In a similar fashion, younger female pop music stars and groups such as Mariah Carey, Britney Spears, Jennifer Lopez, or N'Sync also deploy the tools of the glamour industry and media spectacle to make certain stars the icons of fashion, beauty, style, and sexuality, as well as purveyors of music. And in appraising the full social impact of pornography, one needs to be aware of the sex industry and the production process of, say, pornographic films, and not just dwell on the texts themselves and their effects on audiences.

Furthermore, in an era of globalization, one must be aware of the global networks that produce and distribute media culture in the interests of profit and corporate hegemony. Yet political economy alone does not hold the key to cultural studies and important as it is, it has limitations as a single approach. Some political economy analyses reduce the meanings and effects of texts to rather circumscribed and reductive ideological functions, arguing that media culture merely reflects the ideology of the ruling economic elite that controls the culture industries and is nothing more than a vehicle for capitalist ideology. It is true that media culture overwhelmingly supports capitalist values, but it is also a site of intense struggle between different races, classes, gender, and social groups. Thus, in order to fully grasp the nature and effects of media culture, one needs to develop methods to analyze the full range of its meanings and effects.

TEXTUAL ANALYSIS

The products of media culture require multidimensional close textual readings to

analyze their various forms of discourses, ideological positions, narrative strategies, image construction, and effects. There have been a wide range of types of textual criticism of media culture, ranging from quantitative content analysis that dissects the number of, say, episodes of violence in a text, to qualitative study that examines images of women, blacks, or other groups, or that applies various critical theories to unpack the meanings of the texts or to explicate how texts function to produce meaning. Traditionally, the qualitative analysis of texts has been the task of formalist literary criticism, which explicates the central meanings, values, symbols, and ideologies in cultural artifacts by attending to the formal properties of imaginative literature texts—such as style, verbal imagery, characterization, narrative structure and point of view, and other formal elements of the artifact. From the 1960s on, however, literary-formalist textual analysis has been enhanced by methods derived from semiotics, a critical approach for investigating the creation of meaning not only in written languages but also in other, nonverbal codes, such as the visual and auditory languages of film and TV.

Semiotics analyzes how linguistic and nonlinguistic cultural “signs” form systems of meanings, as when giving someone a rose is interpreted as a sign of love, or getting an A on a college paper is a sign of mastery of the rules of the specific assignment. Semiotic analysis can be connected with genre criticism (the study of conventions governing established types of cultural forms, such as soap operas) to reveal how the codes and forms of particular genres follow certain meanings. Situation comedies, for instance, classically follow a conflict/resolution model that demonstrates how to solve certain social problems by correct actions and values, and thus provide morality tales of proper and improper behavior. Soap operas, by contrast, proliferate problems and provide messages concerning the endurance and suffering needed to get through life’s endless miseries, while

generating positive and negative models of social behavior. And advertising shows how commodity solutions solve problems of popularity, acceptance, success, and the like.

A semiotic and genre analysis of the film *Rambo* (1982) for instance, would show how it follows the conventions of the Hollywood genre of the war film that dramatizes conflicts between the United States and its “enemies” (see Kellner, 1995). Semiotics describes how the images of the villains are constructed according to the codes of World War II movies and how the resolution of the conflict and happy ending follows the traditional Hollywood classical cinema, which portrays the victory of good over evil. Semiotic analysis would also include study of the strictly cinematic and formal elements of a film like *Rambo*, dissecting the ways that camera angles present Rambo as a god, or slow-motion images of him gliding through the jungle code him as a force of nature. Semiotic analysis of the 2001 film *Vanilla Sky* could engage how Cameron Crowe’s film presents a remake of a 1997 Spanish film, and how the use of celebrity stars Tom Cruise and Penelope Cruz, involved in a real-life romance, provides a spectacle of modern icons of beauty, desire, sexuality, and power. The science fiction theme and images present semiotic depictions of a future in which technoscience can make everyone beautiful and we can live out our culture’s dreams and nightmares.

The textual analysis of cultural studies thus combines formalist analysis with critique of how cultural meanings convey specific ideologies of gender, race, class, sexuality, nation, and other ideological dimensions. Ideological textual analysis should deploy a wide range of methods to fully explicate each dimension and to show how they fit into textual systems. Each critical method focuses on certain features of a text from a specific perspective: The perspective spotlights some features of a text while ignoring others. Marxist methods tend to focus on class, for instance, while

feminist approaches will highlight gender, critical race theory spotlights race and ethnicity, and gay and lesbian theories explicate sexuality.

More sophisticated critical Marxism, feminisms, or semiotics articulate their own method with the other approaches to develop multiperspectivist positions. Yet each critical method on its own has its particular strengths and limitations, with specific optics and blindspots. Traditionally, Marxian ideology critiques have been strong on class and historical contextualization and weak on formal analysis, while some versions are highly "reductionist," reducing textual analysis to denunciation of ruling class ideology. Feminism excels in gender analysis and in some versions is formally sophisticated, drawing on such methods as psychoanalysis and semiotics, although some versions are reductive and early feminism often limited itself to analysis of images of gender. Psychoanalysis in turn calls for the interpretation of unconscious contents and meaning, which can articulate latent meanings in a text, as when Alfred Hitchcock's dream sequences in films like *Spellbound* (1945) or *Vertigo* (1958) project cinematic symbols that illuminate his characters' dilemmas, or when the image of the female character in *Bonnie and Clyde* (1967) framed against the bars of her bed suggests her sexual frustration, imprisonment in lower-middle-class family life, and need for revolt.

Of course, each reading of a text is only one possible reading from one critic's subject position, no matter how multiperspectival, and may or may not be the reading preferred by audiences (which themselves will be significantly different according to their class, race, gender, ethnicity, ideologies, and so on). Because there is a split between textual encoding and audience decoding, there is always the possibility of a multiplicity of readings of any text of media culture (Hall, 1980b). There are limits to the openness or polysemic nature of any text, of course, and textual analysis can explicate

the parameters of possible readings and delineate perspectives that aim at illuminating the text and its cultural and ideological effects. Such analysis also provides the materials for criticizing misreadings, or readings that are one-sided and incomplete. Yet to further carry through a cultural studies analysis, one must also examine how diverse audiences actually read media texts, and attempt to determine what effects they have on audience thought and behavior.

Audience Reception ◆ and Use of Media Culture

All texts are subject to multiple readings depending on the perspectives and subject positions of the reader. Members of distinct genders, classes, races, nations, regions, sexual preferences, and political ideologies are going to read texts differently, and cultural studies can illuminate why diverse audiences interpret texts in various, sometimes conflicting, ways. It is indeed one of the merits of cultural studies to have focused on audience reception in recent years and this focus provides one of its major contributions, though there are also some limitations and problems with the standard cultural studies approaches to the audience.⁵

A standard way to discover how audiences read texts is to engage in ethnographic research, in an attempt to determine how texts affect audiences and shape their beliefs and behavior. Ethnographic cultural studies have indicated some of the various ways that audiences use and appropriate texts, often to empower themselves. Radway's (1983; see also her chapter in this volume) study of women's use of Harlequin novels, for example, shows how these books provide escapism for women and could be understood as reproducing traditional women's roles, behavior, and attitudes. Yet they can also empower women by promoting fantasies of

a different life and may thus inspire revolt against male domination. Or they may enforce, in other audiences, female submission to male domination and trap women in ideologies of romance, in which submission to Prince Charming is seen as the alpha and omega of happiness for women.

Media culture provides materials for individuals to create identities and meanings and cultural studies detects specific ways that individuals use cultural forms. Teenagers use video games and music television as an escape from the demands of a disciplinary society. Males use sports as a terrain of fantasy identification, in which they feel empowered as "their" team or star triumphs. Such sports events also generate a form of community, currently being lost in the privatized media and consumer culture of our time. Indeed, fandoms of all sorts, ranging from *Star Trek* fans ("Trekkies") to devotees of *Buffy the Vampire Slayer*, or various soap operas, also form communities that enable people to relate to others who share their interests and hobbies. Some fans, in fact, actively recreate their favorite cultural forms, such as rewriting the scripts of preferred shows, sometimes in the forms of "slash," which redefine characters' sexuality, or in the forms of music poaching or remaking such as "filking" (see examples in Lewis, 1992, and Jenkins, 1992).

This emphasis on audience reception and appropriation helps cultural studies overcome the previous one-sided textualist orientations to culture. It also directs focus on the actual political effects that texts have and how audiences use texts. In fact, sometimes audiences subvert the intentions of the producers or managers of the cultural industries that supply them, as when astute young media users laugh at obvious attempts to hype certain characters, shows, or products (see de Certeau, 1984, for more examples of audiences constructing meaning and engaging in practices in critical and subversive ways). Audience research can reveal how people are actually using cultural texts and what sort of effects they are having on everyday life. Combining quantitative and

qualitative research, new reception studies, including some of the essays in this reader, are providing important contributions into how audiences actually interact with cultural texts (see the studies in Lewis, 1992, and Ang, 1996, and Lee and Cho in this volume for further elaboration of decoding and audience reception).

Yet there are several problems that I see with reception studies as they have been constituted within cultural studies, particularly in the United States. First, there is a danger that class will be downplayed as a significant variable that structures audience decoding and use of cultural texts. Cultural studies in England were particularly sensitive to class differences—as well as subcultural differences—in the use and reception of cultural texts, but I have noted many dissertations, books, and articles in cultural studies in the United States where attention to class has been downplayed or is missing altogether. This is not surprising as a neglect of class as a constitutive feature of culture and society is an endemic deficiency in the American academy in most disciplines.

There is also the reverse danger, however, of exaggerating the constitutive force of class, and downplaying, or ignoring, such other variables as gender or ethnicity. Staiger (1992) notes that Fiske (1989a, 1989b), building on Hartley, lists seven "subjectivity positions" that are important in cultural reception, "self, gender, age-group, family, class, nation, ethnicity," and proposes adding sexual orientation. All of these factors, and no doubt more, interact in shaping how audiences receive and use texts and must be taken into account in studying cultural reception, for audiences decode and use texts according to the specific constituents of their class, race or ethnicity, gender, sexual preferences, and so on.

Furthermore, I would warn against a tendency to romanticize the "active audience," by claiming that all audiences produce their own meanings and denying that media culture may have powerful manipulative effects. Some individuals who do cultural

studies (tradition of) reception research distinguish between dominant and oppositional readings (Hall, 1980b), a dichotomy that structures much of Fiske's work. "Dominant" readings are those in which audiences appropriate texts in line with the interests of the hegemonic culture and the ideological intentions of a text, as when audiences feel pleasure in the restoration of male power, law and order, and social stability at the end of a film like *Die Hard*, after the hero and representatives of authority eliminate the terrorists who had taken over a high-rise corporate headquarters. An "oppositional" reading, by contrast, celebrates the resistance to this reading in audience appropriation of a text; for example, Fiske (1993) observes resistance to dominant readings when homeless individuals in a shelter cheered the destruction of police and authority figures, during repeated viewings of a videotape of *Die Hard*.

Although this can be a useful distinction, there is a tendency in cultural studies to celebrate resistance per se without distinguishing between types and forms of resistance (a similar problem resides with indiscriminate celebration of audience pleasure in certain reception studies). For example, resistance to social authority by the homeless evidenced in their viewing of *Die Hard* could serve to strengthen brutal masculinist behavior and encourage manifestations of physical violence to solve social problems. Jean-Paul Sartre, Frantz Fanon, and Herbert Marcuse, among others, have argued that violence can be either emancipatory, when directed at forces of oppression, or reactionary, when directed at popular forces struggling against oppression. Many feminists, by contrast, or those in the Gandhian tradition, see all violence as forms of brute masculinist behavior and many people see it as a problematical form of conflict resolution. Resistance and pleasure cannot therefore be valorized per se as progressive elements of the appropriation of cultural texts, but difficult discriminations must be made as to whether the resistance,

oppositional reading, or pleasure in a given experience is progressive or reactionary, emancipatory or destructive.

Thus, while emphasis on the audience and reception was an excellent correction to the one-sidedness of purely textual analysis, I believe that in recent years cultural studies has overemphasized reception and textual analysis, while underemphasizing the production of culture and its political economy. This type of cultural studies fetishizes audience reception studies and neglects both production and textual analysis, thus producing populist celebrations of the text and audience pleasure in its use of cultural artifacts. This approach, taken to an extreme, would lose its critical perspective and would lead to a positive gloss on audience experience of whatever is being studied. Such studies also might lose sight of the manipulative and conservative effects of certain types of media culture and thus serve the interests of the cultural industries as they are presently constituted.

A new way, in fact, to research media effects is to use the databases that collect media texts such as Nexis/Lexis, or search engines like Google, and to trace the effects of media artifacts like *The X-Files*, *Buffy the Vampire Slayer*, or advertising corporations like Nike and McDonald's, through analysis of references to them in the media. Likewise, there is a new terrain of Internet audience research that studies how fans act in chat rooms devoted to their favorite artifacts of media culture, create their own fan-sites, or construct artifacts that disclose how they are living out the fantasies and scripts of the culture industries. Previous studies of the audience and the reception of media privileged ethnographic studies that selected slices of the vast media audiences, usually from the site where researchers themselves lived. Such studies are invariably limited and broader effects research can indicate how the most popular artifacts of media culture have a wide range of effects. In my book *Media Culture* (1995), I studied some examples of popular cultural artifacts that clearly influenced behavior in audiences

throughout the globe. Examples include groups of kids and adults who imitated Rambo in various forms of asocial behavior, or fans of *Beavis and Butt-Head* who started fires or tortured animals in the modes practiced by the popular MTV cartoon characters. Media effects are complex and controversial and it is the merit of cultural studies to make their study an important part of its agenda.

♦ *Toward a Cultural Studies Approach That Is Critical, Multicultural, and Multiperspectival*

To avoid the one-sidedness of textual analysis approaches, or audience and reception studies, I propose that cultural studies itself be multiperspectival, getting at culture from the perspectives of political economy, text analysis, and audience reception, as outlined above. Textual analysis should utilize a multiplicity of perspectives and critical methods, and audience reception studies should delineate the wide range of subject positions, or perspectives, through which audiences appropriate culture. This requires a multicultural approach that sees the importance of analyzing the dimensions of class, race and ethnicity, and gender and sexual preference within the texts of media culture, while studying as well their impact on how audiences read and interpret media culture.

In addition, a critical cultural studies attacks sexism, racism, or bias against specific social groups (i.e., gays, intellectuals, and so on), and criticizes texts that promote any kind of domination or oppression. As an example of how considerations of production, textual analysis, and audience readings can fruitfully intersect in cultural studies, let us reflect on the Madonna phenomenon. Madonna first appeared in the moment of Reaganism and embodied the materialistic and consumer-oriented ethos

of the 1980s ("Material Girl"). She also appeared in a time of dramatic image proliferation, associated with MTV, fashion fever, and intense marketing of products. Madonna was one of the first MTV music video superstars who consciously crafted images to attract a mass audience. Her early music videos were aimed at teenage girls (the Madonna wanna-be's), but she soon incorporated black, Hispanic, and minority audiences with her images of interracial sex and multicultural "family" in her concerts. Madonna also appealed to gay and lesbian audiences, as well as to feminist and academic audiences, as her videos became more complex and political (i.e., "Like a Prayer," "Express Yourself," "Vogue," and so on).

Thus, Madonna's popularity was in large part a function of her marketing strategies and her production of music videos and images that appealed to diverse audiences. To conceptualize the meanings and effects in her music, films, concerts, and public relations stunts requires that her artifacts be interpreted within the context of their production and reception, which involves discussion of MTV, the music industry, concerts, marketing, and the production of images (see Kellner, 1995). Understanding Madonna's popularity also requires focus on audiences, not just as individuals but as members of specific groups, such as teenage girls, who were empowered in their struggles for individual identity by Madonna, or gays, who were also empowered by her incorporation of alternative images of sexuality within popular mainstream cultural artifacts. Yet appraising the politics and effects of Madonna also requires analysis of how her work might merely reproduce a consumer culture that defines identity in terms of images and consumption. It would make an interesting project to examine how former Madonna fans view the evolution and recent incarnations of the superstar, such as her second marriage and 2001 Drowned World tour, as well as to examine how contemporary fans view Madonna in an age

that embraces younger teen pop singers like Britney Spears or Mariah Carey.

In short, a cultural studies that is critical and multicultural provides comprehensive approaches to culture that can be applied to a wide variety of artifacts from pornography to Madonna, from MTV to TV news, or to specific events like the 2000 U.S. presidential election (Kellner, 2001), or media representations of the 2001 terrorist attacks on the United States and the U.S. response. Its comprehensive perspectives encompass political economy, textual analysis, and audience research and provide critical and political perspectives that enable individuals to dissect the meanings, messages, and effects of dominant cultural forms. Cultural studies is thus part of a critical media pedagogy that enables individuals to resist media manipulation and to increase their freedom and individuality. It can empower people to gain sovereignty over their culture and to be able to struggle for alternative cultures and political change. Cultural studies is thus not just another academic fad, but can be part of a struggle for a better society and a better life.

♦ Notes

1. For more information on British cultural studies, see Hall (1980b), Hall et al. (1980), Johnson (1986/1987), Fiske (1986), O'Conner (1989), Turner (1990), Grossberg (1989), Agger (1992), and the articles collected in Grossberg, Nelson, and Triechler (1992), During (1992, 1998), and Durham and Kellner (2000). I might note that the Frankfurt school also provided much material for a critical cultural studies in their works on mass culture from the 1930s through the present; on the relation between the Frankfurt school and British cultural studies, see Kellner (1997).

2. On the concept of ideology, see Kellner (1978, 1979), Centre for Contemporary Cultural Studies (1980), Kellner and Ryan (1988), and Thompson (1990).

3. This model was adumbrated in Hall (1980a) and Johnson (1986/1987) and guided much of the early Birmingham work. Around the mid-1980s, however, the Birmingham group began to increasingly neglect the production and political economy of culture (some believe that this was always a problem with their work) and much of their studies became more academic, cut off from political struggle. I am thus trying to recapture the spirit of the early Birmingham project, reconstructed for our contemporary moment. For a fuller development of my conception of cultural studies, see Kellner (1992, 1995, 2001).

4. The term *political economy* calls attention to the fact that the production and distribution of culture take place within a specific economic system, constituted by relations between the state and economy. For instance, in the United States a capitalist economy dictates that cultural production is governed by laws of the market, but the democratic imperatives of the system mean that there is some regulation of culture by the state. There are often tensions within a given society concerning how many activities should be governed by the imperatives of the market, or economics, alone and how much state regulation or intervention is desirable, to assure a wider diversity of broadcast programming, for instance, or the prohibition of phenomena agreed to be harmful, such as cigarette advertising or pornography (see Kellner, 1990).

5. Cultural studies that have focused on audience reception include Brunson and Morley (1978), Radway (1983), Ang (1985, 1996), Morley (1986), Fiske (1989a, 1989b), Jenkins (1992), and Lewis (1992).

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