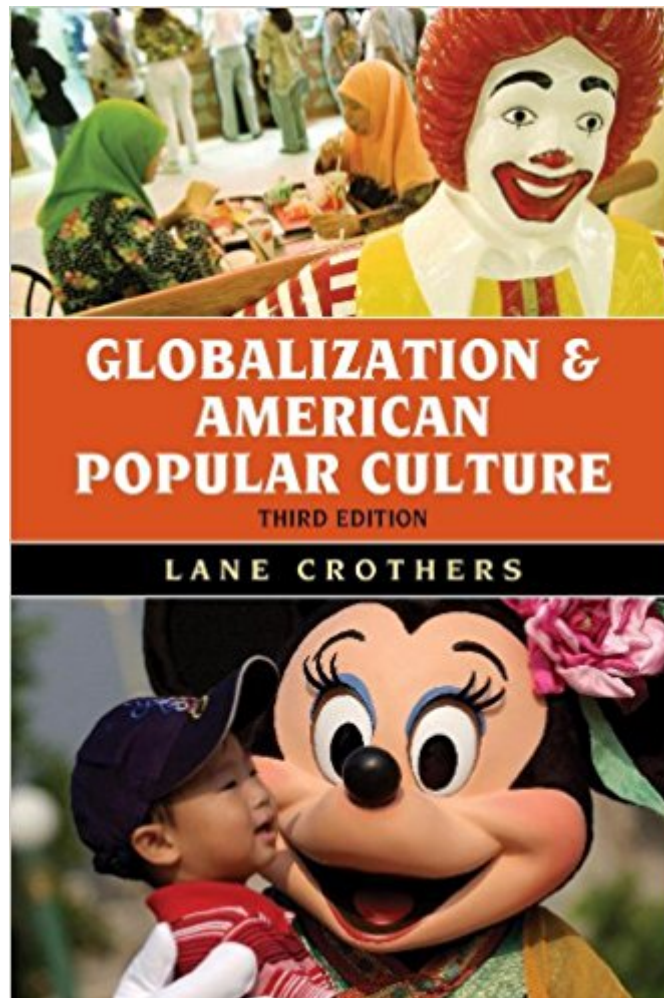


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Globalization And American Popular Culture



Synopsis

Now in a fully revised and updated edition, this concise and insightful book explores the ways American popular products such as movies, music, television programs, fast food, sports, and even clothing styles have molded and continue to influence modern globalization. Lane Crothers offers a thoughtful examination of both the appeal of American products worldwide and the fear and rejection they induce in many people and nations around the world. The author defines what we mean by "popular culture," how popular culture is distinguished from the generic concept of "culture," and what constitutes "American" popular culture. Tracing how U.S. movies, music, and TV became dominant in world popular culture, Crothers also considers the ways in which non-visual products like fast-food franchises, sports, and fashion have become ubiquitous. He also presents a fascinating set of case studies that highlight the varied roles American products play in a range of different nations and communities. Concluding with a projection of the future impact of American popular culture, this book makes a powerful argument for its central role in shaping global politics and economic development.

Book Information

Series: Globalization

Paperback: 292 pages

Publisher: Rowman & Littlefield Publishers; 3 edition (July 30, 2012)

Language: English

ISBN-10: 1442214961

ISBN-13: 978-1442214965

Product Dimensions: 6 x 0.8 x 8.9 inches

Shipping Weight: 1 pounds (View shipping rates and policies)

Average Customer Review: 4.7 out of 5 stars 3 customer reviews

Best Sellers Rank: #74,693 in Books (See Top 100 in Books) #108 in Books > Politics & Social Sciences > Politics & Government > Specific Topics > Political Economy #156 in Books > Politics & Social Sciences > Politics & Government > Specific Topics > Globalization #177 in Books > Textbooks > Communication & Journalism > Media Studies

Customer Reviews

Lane Crothers is professor in the Department of Politics and Government at Illinois State University.

great

Crothers makes excellent use of examples to clarify points and foster critical thought on the major issues surrounding globalization. Some chapters feels a bit repetitive, but most are easy to understand. Overall, it makes for a great sociology textbook.

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