

# CULTURE

SECTION OF THE AMERICAN SOCIOLOGICAL ASSOCIATION



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CULTURE SECTION

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## OUT WITH THE OLD, IN WITH THE NEW

by Richard A. Peterson

John Hall, Chair of the section Nominations Committee, announces that the section membership has selected Gary Alan Fine as Chair Elect (and thus Gary will chair the Program Committee for the section sessions at the 1989 ASA meetings in San Francisco). Also, Liah Greenfeld and Ann Swidler have been elected to the section Council for three-year terms. Warmest congratulations and welcome to all three. Vera Zolberg becomes section Chair as of the ASA meetings in August. Our section's fate could hardly be in better hands.

It is almost two full years since I was elected Chair of the Section-in-Formation at the ASA meetings in New York. We have come a LONG way together since then - but not nearly as far as the gentleman on the right. We quickly got the 200 members and became established. Membership has continued to grow so that we are now one of the "middle-sized" sections. We have enjoyed excellent sessions at the Chicago and Atlanta meetings. (For details of the latter, see page 2 below.) We have made progress toward a curriculum package for culture-related courses, and we have established a newsletter that many members report actually reading.

Vera Zolberg takes over with the mandate to continue the growth in section membership and in services to members. Growth in numbers may be particularly difficult this coming year because the ASA Council has elected to increase the dues it keeps from \$5 to \$8. The section membership has also voted to increase dues by \$2 for section projects. Thus section dues for regular members go from \$5 to \$10. (The good news is that students and (if the ASA approves) those earning less than \$15,000 will continue to pay just \$5.) Whether a five or tenner, by all means, renew your section membership so we can sustain culture as a growing concern in the discipline.

**SERVICE TO MEMBERS:** first, CULTURE is now more clearly visible to our colleagues. Second, the newsletter has become a lively channel of communication and can become even more so. (To this end, please submit citations of current journal articles of interest to culturalists; information on movies useful in class; requests for information, contacts, etc. useful in your research; and information about general or special-topic reading lists. As an example of the latter, I would be glad to send you a sociology of culture reading list created at Vanderbilt for our graduate special area exam in culture.) Then there is the curriculum project chaired by Rosanne Martorella. In addition, we would like to circulate a section membership address list that includes people's research and teaching interests. This latter is not a difficult task but needs someone to take the lead in getting it done.



The baby "girl" became the young lad, became the earnest old man.

The Culture Section sessions are detailed together with other sessions and roundtables with "culture" or things symbolic in their title. Please note the Section PARTY Friday evening and the Business Meeting Saturday morning.

Wednesday, August 24

- 8:30 AM 5. Cultural Sociology of Childhood
- 6. Sociology of Communications
- 10:30 AM 16. The Rhetoric of Sociology
- 23. Visual Sociology
- 2:30 PM 36. Thematic Session. Sociology's Impact on American Culture
- 38. Didactic Seminar. Teaching Sociology through Film and Video
- 6:30 PM Welcoming and Orientation Party. Have a free drink or two at the Culture Section table.
- 8:30 PM 60. Plenary Session. The Future of Sociology: Science & Humanities

Thursday, August 25

- 8:30 AM 46. Changes in Capitalism: Is There a Post-Modern Culture? Class Restructuring and Pre-modern Survival in Late Capitalism.
- 71. Section on Science, Knowledge, and Technology: Roundtable 3. The Changing Museum.
- 10:30 AM 73. Instrumental Versus Expressive Sociology: National Choice and Its Alternatives
- 78. Section on Community. Roundtable 6. The Ecology of Urban Art Worlds: Galleries and Theatres; The Small Town as a Symbolic Asylum: Cultural Hegemony, Social Power, and Ecological Dominance.
- 11:30 PM 92. Section on Political Sociology. Roundtable 1. Culture or Development: The Roots of Political Democracy
- 2:30 PM 95. Local Theater, Companies and Communities: A Sociological Performance  
The Cast: Howard S. Becker, Northwestern University  
Michael McCall, Macalester College  
Lori V. Morris, Northwestern University  
Reviewer: you
- 103. Section on Political Sociology: Intellectuals, Universities and the Public: A Panel on Russell Jacoby's *The Last Intellectuals: American Culture in the Age of Academics*
- 8:30 PM Film Presentation "Born Again: Life in a Fundamentalist Baptist Church" (James Holt)

Friday, August 26

- 8:30 AM 117. Section on Social and Ethnic Minorities. Roundtable 3. Gender and Maintenance of Cultural Values: Ethnicity and Gender in Two Greek-American Communities.
- 10:30 AM 119. Didactic Seminar. New Methods for Cultural Studies  
Wendy Griswold
- 12:30 AM 131. Cognitive Sociology
- 137. Public Opinion
- 141. Section on Medical Sociology. Roundtable 3. The Examination of Socio-Cultural Aspects of Health
- 2:30 PM 143. Sociology and the Other Social Sciences: Cultural Studies
- 146. Cognitive Science
- 10:30 PM SECTION PARTY Vera Iolberg's room - confirm details

Saturday, August 27

- 8:30 AM-199. Section on Sociology of Culture. Informal Roundtables to 9:30  
Organizer: Vera L. Iolberg, New School for Social Research
- 1. Change and Resistance to Change in the Arts. Yaffa Schlesinger
- 2. Youth, Religious and Ethnic Subcultures:  
President: Michele Lamont,  
Orthodox Jewish Youth. Gees W. Levine,  
Youth Culture in Ireland. Michele Dillon,  
Women in Greek Communities. Caterina Pirasias.
- 3. Organizational Structures as Determinants of Artistic Style: Corporate Art Collections. Rosanne Martorella
- 4. The Right to Challenge Artistic Truth and Symbols of Dissidence in Eastern Europe. Dusan Polisar
- 5. A Sociological Analysis of Outsider Art: The Madonna as Genius? Anne E. Bowler
- 6. Changes in Musical Languages in Unsettled Culture. Clemens Sandrecky, Catherine T. Harris
- 7. Autonomous Culture in Modern Society. Liah Greenfeld, Harvard University
- 8. Aesthetic Form in Non-aesthetic Activities: Social Significance of Cultural Form: Art, Science, Religion. Judith Balfe  
Social Change as an Art Form: Improving Race Relations in a Small Southern City. Helen Beckstrom.
- 9. Cowboys and Indians: The Perception of Western Films in Two Cultures. JoEllen Shively
- 10. Political Discourse and the Political Subject. Robin Wagner-Pacifici
- 11. Rethinking Media Sociology in Relation to the Sociology of Culture. Cheryl Zoller
- 12. Reflections on Collective Memory: The Work of Maurice Halbwachs. Susanne Vrossen
- 13. Gender Roles and Kinship in the Cinema. Farahad Malekshahi
- 14. Program Development in the Sociology of Culture. Jeffrey A. Halley

9:30 AM BUSINESS MEETING: Section on Sociology of Culture

10:30 AM 188. Section on Sociology of Culture:

- Alternative Approaches and Methods in the Sociology of Culture  
Organizer: Ann Swidler,  
When Critics Act Like People: Anthropomorphism in Greeting Cards. Sarah Strabant & Linda A. Mooney  
Gender, Chance, and Circumstance in the Survival of Artistic Reputations. Gladys Engel Lang and Kurt Lang  
Elites and Culture Construction: The Americanization of Women's Dress, 1892-1955. Victoria Billings  
The Influence of Political Culture Upon the Formation of Foreign Policy: A Comparison of the West German and American Perceptions of the USSR. Stephen Kalberg

- 11:30 PM 195. Sociology of Leisure and Popular Culture
- 196. The Sociology of Love and Friendship

2:30 PM 211. Section on Sociology of Culture:

- The Old Masters and the Sociology of Culture  
Organizer: Robert S. Alford  
Durkheim and the Sociology of Culture. Jeffrey Alexander  
Freud and Individualism. Roberta Satow and Laura Kitch  
Nationalization, Specialization and Culture: The Weberian Problematic. Blaine McBurney  
Infrastructure and Superstructure: The Marxist Sociology of Culture. Robert Wuthnow

4:30 PM 225. Section on Sociology of Culture:

- Emerging Problematics in Culture Studies  
Organizer: Richard A. Peterson  
Bringing Culture Back in by Keeping It Out. Jeffrey C. Goldfarb  
Culture as a Tool for Political Analysis. James M. Jasper  
Triangulation: A Problem-Finding Machine for Culture Studies. Judith R. Blau  
Ethnography as Fiction: Fiction as Social Science. Avery Gordon  
'88 Model Culture Studies. Richard A. Peterson

Sunday, August 28

- 8:30 AM 229. Studying the Audience for Culture and the Mass Media  
Organizers: Andrea L. Press and Terry Strathman  
President: Andrea L. Press  
From Audience to Social Movement: Black Music as Market Segmentation and as Identity Formation. Jon Cruz  
Personal Views of Cultural Reproduction: The Role of "Talent" and "Hard Work." Susan Kippax  
Viewing Relations in Television Culture: Toward an Ethnography of the Audience. Ron Lembo  
Reading at the Grassroots: Local Book Discussion Groups, Social Interaction, and Cultural Change. Elizabeth Long  
Discussion: Terry Strathman and Andrea L. Press
- 233. Collective Memory and Tradition
- 10:30 AM 242. Neglected Topics and Areas (with Lieberman, Glassner, DiMaggio and other notables)
- 243. Phenomenological and Symbolic Sociology
- 245. Section on Organizations and Occupations. Cultural and Institutional Perspectives on Organizations and Occupations
- 249. Culture and the Arts  
Organizer and President: William Gibson  
Of Maids' Uniforms and Blue Jeans, The Discourse of Status Ambivalence in Clothing and Fashion. Fred Davis  
Creating Television: Do Women Make a Difference? Muriel Cantor  
Pictures at an Exhibition: Does Funding Affect Content? Victoria D. Alexander  
The Postmodern Debate Over Urban Form. Sharon Zukin  
Discussion: Jeffrey K. Olick
- 2:30 PM 259. Sociolinguistics: Analysis of Language Use in Everyday Settings

FORTHCOMING MEETINGS OF NOTE

- September 28-30. Fifth International Conference on Cultural Economics. Ottawa. Contact William S. Henton, Urban Studies, University of Akron, Akron, OH 44325.
- September 30-October 2. "Popular Music in Racial, Ethnic, & Regional Cultures" Conference sponsored by the International Association for the Study of Popular Music. Yank University. Contact Bebe Garofolo or Peter Winkler, Dept. of Music, SUNY Stony Brook 11794
- October 7-11. Symposium on Leisure Research of the National Recreation and Park Association. Indianapolis. Contact Karla A. Henderson, UNC (919) 962-1222.
- October 28-30. Social Theory, Politics, and the Arts. 14th. annual conference at American University in Washington D.C. "Paper topics include production of culture, public policy and the arts, cultural economics, art worlds, cultural consumption, philanthropy and the arts, critical theory, arts administration, aesthetic education, etc." Contact David Penkratz, Department of Performing Arts, American University, 4400 Mass. Ave. N.W., Washington, D.C. 20016.
- also October 28-30 alas. Society for the Scientific Study of Religion annual meeting in Chicago. For details contact Madeleine Adrianscw, Mt. Ida College, 777 Dedham St., Newton Center, MA 02159.
- and again! October 27-30. American Studies Association meetings at the Fontainebleau, Miami Beach. Contact Jane DeHart-Matthews, American Studies, U. of Maryland, College Park, MD 20742.
- February 16-18, 1989. College Art Association meetings in San Francisco. Includes workshop, "Andy Warhol Contextualized." Contact Sara Stich, U. Art Museum, UC Berkeley, CA 94720.
- April 5-8. Popular Culture Association/American Culture Association annual meetings in St. Louis. As always a wide range of topics and an even wider range of quality. Contact Ray Browne, Popular Culture Department, State University, Bowling Green, OH 43403.
- April 13-16. "Sociology, the Arts, and the Humanities" is the Southern Sociological Society program theme for 1989. John Need of the University of North Carolina, President-elect of the SSS and Catherine Harris of Wake Forest University, Program Chair, would appreciate submissions. John Ryan of Clemson is chairing the sessions on the Sociology of Art.
- April 30-13. Conference on "The Institutionalization and Professionalization of Literary Studies." Minneapolis. Contact David Showway, English, Carnegie-Mellon U. Pittsburgh, PA 15213.



## THE SOCIOLOGY OF CULTURE IS A CAPACIOUS FIELD

Vera Zolberg, New School for Social Research

Statements on culture by Liah Greenfield (Newsletter vol. 2. no. 1) and Jeffrey Goldfarb (vol. 2 no. 3) face us with extreme positions. Greenfield sees the sociology of culture as "perspective not specialty". Encompassed in its subject, "symbolic reality", are values and norms. But these, she argues, following Weber, are central to every substantive domain of social action, all of which are grist for the cultural sociologist's mill.

Against this view, Jeffrey Goldfarb calls upon us to recognize sociology of culture as a subfield whose objects of investigation should be limited to "the arts and sciences broadly understood." Resolutely distancing himself from those who reduce the arts and sciences either to reflection of society or ideology, he contends instead that culture "is an autonomous sphere in the modern world" best understood as "interrelated with other spheres of life, but developing significantly apart from them." In his terms, autonomous culture is emergent from the conversations of cultural agents through their knowledge of and contacts with works and producers, in the processes of production, distribution and consumption, bound up in a general framework of interpretation.

Interestingly, we find Weber called upon by both Greenfield and Goldfarb, the former to show that ideal-typical understanding of social action requires that we bear in mind all aspects of the symbolic in order to arrive at a concrete understanding; the latter to emphasize the increasing specialization of domains in the rationalizing processes of society. If Greenfield's presentation makes for an overly diffuse conception of culture (at least, as Goldfarb sees it), Goldfarb's seems to sacrifice breadth for the sake of his own value position. Even while we may agree with his project of extricating an understanding of art and science from the functions socially imposed upon them, I contend that his proposal too narrowly confines them to a domain of "experts," ignoring the extra-aesthetic aspects of their traditions and lay interpretations, and their embeddedness in domains as broad as those Greenfield points to.

My own view is not to attempt to destroy the two positions and interject a third in the French manner described by Claude Levi-Strauss in Tristes Tropiques. Rather, I welcome the discussion which they provoke, as well as syntheses of approaches such as that recently presented by Robert Wuthnow in Footnotes. For a Section which did not even exist two years ago, and which today has attained a membership of over 500, we are far from ready to limit our concerns. Such large numbers are not proof, but they suggest that sociologists are searching for an intellectual home in which they will be able to explore specialized substantive fields from standpoints which have until relatively recently been on the margins of the discipline. Although many are far from adopting the particular Weberianism of either Greenfield or Goldfarb, they seem ready, as our Section program in Chicago and the one in Atlanta suggest, to reexamine their substantive concerns in the light of the problematics of culture and the power of symbols.

Thus, in my view, the sociology of culture is a capacious field whose folds can encompass a range of approaches and subjects once excluded through a premature semi-codification of knowledge. Without arguing that sociology of culture should adopt a post-modernist "anything goes" stance, I believe that we are not yet ready to reject any substantive content--art, religion, science, political ideology--approached from symbolic or discourse analysis, with full attention to the social structural and historical processes in which meanings are created. In fact, our goal at this stage should be the construction of our own field, with the awareness that however it comes out, we begin with no pre-ordained final position.

CULTURE 3

We welcome brief statements from Section members concerning "culture" and the thrust of the Section. Also, statements citing relevant literature that detail recent developments in particular areas are welcome. Ed.

Lawrence Schwartz. Creating Faulkner's Reputation: The Politics of Modern Literary Criticism. Knoxville, TN: University of Tennessee Press. In the early 1940s William Faulkner's work was out of print and generally ignored, but by 1950 he was proclaimed a genius, perhaps the best American novelist of the century. The sudden inflation of William Faulkner's literary reputation following WW II is shown to have fitted the otherwise divergent interests of the Southern Agrarians writers, the scholastic advocates of New Criticism and the Rockefeller Foundation for a conservative American voice representing the emerging Cold War culture.

Charles House. The Outragious Life of Henry Faulkner: Portrait of an Appalachian Artist. Knoxville, TN: University of Tennessee Press. No relation, but another crazed Southern artist. A painter and poet, the failed attempts to lionize Henry suggest, by comparison, what the process takes to succeed.

Allen Hertzke. Representing God in Washington: The Role of Religious Lobbies in the American Polity. Knoxville, TN: University of Tennessee Press. Adding the recent New Religious Right lobbyists to the wide range of other religious lobbyists Catholic, Protestant, Jewish, Hertzke finds that together they voice the full spectrum of opinions and act to counter the otherwise elitist bent of pressure groups.

Douglas Harper. Working Knowledge: Skill and Community in a Small Shop. Chicago: University of Chicago Press. Spending time over ten years with Willie in his upstate New York Saab repair shop, ethnographer-photographer Doug Harper captures a world where craft is consciousness. Thorstein Veblen and Karl Marx (but few of his followers) would also have hung-out with Willie while having their Saabs repaired there. Of special note, photography was used not only to "illustrate" the research findings but also as a means of facilitating the process of interviewing. Harper is one of the prime movers in visual sociology and Editor of Visual Sociology Review.

John van Neanen. Tales of the Field: On Writing Ethnography. Chicago: University of Chicago Press. Well-written, matter-of-fact (brief and inexpensive) introduction to communicating field work experiences.

Michael McKeon. The Origins of the English Novel: 1600 - 1740. Baltimore: Johns Hopkins University Press. Wide-ranging and well researched analysis of intellectual developments that made for the development of the novel as a form of expression. Excellent complement to Ian Watt's classic, The Rise of the Novel.

Margaret C. Jacob. The Cultural Meaning of the Scientific Revolution. Philadelphia: Temple University Press. Useful retelling of the links between science, politics, religion, and industry from Copernicus to the steam engine.

George Katsiaficas. The Imagination of the New Left - A Global Analysis of 1968. Edison, NJ: South End Press. Touches radicalizing events of that tumultuous year on four continents, not just Paris and Prague. Yet and the Democratic Convention, but many more including "Operation Cablesplinter" a command-level exercise simulating a military coup d'état in which Ronald Reagan is installed as president of the United States.

E. Ann Kaplan. Looking Around the Clock: Music Television, Post Modernism and Consumer Culture. New York: Routledge, Chapman and Hall, Inc. MTV: rock video as commodity and as text.

John Fiske. Television Culture. New York: Routledge, Chapman and Hall, Inc. Focuses on the interaction between text and audience in creating an ever more "literate" and discriminating viewer.

Richard D. Alexander. The Biology of Moral Systems. Hawthorne, NY: Aldine de Gruyter. Evolution from biological to moral. So is Jesus in the genes?

Jean Umiker-Sebeck, ed. Marketing and Semiotics: New Directions in the Study of Signs for Sale. Hawthorne, NJ: Aldine de Gruyter. 35 papers show how "by helping to improve our understanding of the codes underlying marketplace symbolism, semiotics can play an important role in improving marketing ... and [predicting] consumer behavior." Did Gressa really suggest "New Coke"?

Norman Dennis. Film and the American Alcoholic. Hawthorne, NJ: Aldine de Gruyter. Commercial films have mirrored and or shaped changing public attitudes about alcoholism from the 1940s through the 1980s.

Judith Marcus. George Lukacs and Thomas Mann: A Study in the Sociology of Literature. Amherst, MA: University of Massachusetts Press. In part I Marcus shows the "spiritual-intellectual symbiosis" between Mann and Lukacs and notes the latter's disappointment that the former would not establish a closer friendship. In part II she suggests that Lukacs was the model for the radical, dogmatic, rigid, and ascetic protagonist in Mann's Magic Mountain.

Aryn Diamond and Lee Edwards, eds. The Authority of Experience: Essays in Feminist Criticism. Amherst, MA: University of Massachusetts Press. Three articles on the theory of feminist criticism are followed by 13 articles on specific writers ranging from Chaucer to Hemingway.

Peter FICKOW and Amy Apprey. The Billboard Book of Songwriting. Lakewood, NJ: Watson-Guptill Publications. This "how to" book gives a good statement of the current "formals" for writing in each of the commercial music fields.



## CULTURE 4

### FURTHER JOURNALS OF NOTE

Sociological Forum, the new official journal of the Eastern Sociological Association, is "especially open to articles on the sociology of art and culture, both generally and as part of its specific mission to publish challenging articles that address issues at the boundaries of sociology and other disciplines." Send submissions to Robin Williams, Editor, Department of Sociology, Cornell University, Ithaca, NY 14853.

Politics, Culture and Society is another new entry of special note that is just finishing its first year of publication. Submissions should be sent to the Editors, Arthur Vidich, Stanford Lyman, or Michael Nughey.

Visual Sociology Review is in its third year of publication. Edited by Douglas Harper, it features short essays, and commentaries. Submissions should be sent to Harper at Potsdam College, Potsdam, NY 13676.

Black Music Research Journal is in its eighth year of publication. Each issue is devoted to a particular topic. For information contact the Publications Program of the Center for Black Music Research, 400 S. Michigan Ave, Chicago, IL 60605.

Camera Obscura, an American journal of feminism and film theory founded in 1974. The current issue is on "Television and the Female Consumer." Recent issues have been on such subjects as "Science Fiction and Sexual Difference," "Chinese Cinema," and "Male Trouble." Distributed by the Johns Hopkins University Press.

The following 18 new works are from the Greenwood Press, Westport, CT.:

David Porter, ed. Biographical Dictionary of American Sports: Volumes on Baseball, Football, and Outdoor Sports. Each contains 100 biographical sketches and a sound of related information.

Anthony Slide, Patricia Hanson, and Stephen Hanson, Compilers. Sourcebook for the Performing Arts: A Directory of Collections, Resources, Scholars, and Critics in Theatre, Film, and Television. No dance?

Avner Liv, ed. National Styles of Humor. Essays on eight countries are included.

M. Thomas Inge, ed. Handbook of American Popular Literature. Bibliographic essays on 15 genres.

Barbara Eader and Howard Zettler, eds. The Sleuth and the Scholar: Origins, Evolution, and Current Trends in Detective Fiction. A wide range of authors, a scatter of topics.

Ernest J. Vanarella and Lee Sigelman, eds. Political Mythology and Popular Fiction. Articles explore the political symbolism in eight literary forms, like children's literature and sports novels that are often assumed to be devoid of political content.

Marian Frenier. Good-bye Heathcliff: Changing Heroes, Heroines, Roles and Values in Women's Category Romances. Hello virtual pornography.

Jon Tuska. In Mafiosi and Alleys: A Casebook on the American Detective Film. A beginners intro.

Gary Edgerton, ed. Film and the Arts in Symbiosis: A Resource Guide. Authors show the links between film and eleven other art forms.

Richard Powers and Hidetoshi Kato. Handbook of Japanese Popular Culture. Articles cover topics ranging from Japanese TV to the new religions in Japan.

Jessie Smith, ed. Images of Blacks in American Culture: A Reference Guide to Information Sources. Chapters include a wide range of topics, the image of blacks on TV to the image of blacks in toys.

Nancy Signorielli and George Gerboer, compilers. Violence and Terror in the Mass Media: An Annotated Bibliography. Excellent wide-ranging bibliography with careful annotation. Covers effects studies and pornography in addition to studies of violence depicted on TV.

Robert Weisberg. A Biographical Dictionary of Science Fiction and Fantasy Artists. "Artists" as in Frazetta not Asiac.

Charlotte Spivak. Merlin's Daughters: Contemporary Women Writers of Fantasy. Women writers currently dominate the world of sword-wielding heroes, wizards, dragons and enchanted quests. What could Freud say? (Punt!)

Marilee Barr. Alien to Femininity: Speculative Fiction and Feminist Theory. Speculative fiction posits some kind of alternative world, often one in which women don't pay; that's for openers.

Carl Yoke, ed. Phoenix From the Ashes: The Literature of the Remade World. Analysis of views of society after the BIG one. H.G. Wells to Road Warrior.

Thelma Shin. Worlds Within Women: Myth and Mythmaking in Fantastic Literature by Women. Seventy novels by 24 women reveal a mythic purpose and content.

Lance Olsen. Eclipse of Uncertainty: An Introduction to Postmodern Fantasy. The "post-modernism" is in the method of the author rather than in the subject.

Nine new works from Greenwood's partner, Praeger Publishers, Westport, CT. Incidentally, these publishers have a parallel listing of new books called "Communications and Journalism 1988" dealing primarily with the practicalities of the journalistic trade.

Bill Shalkin. Sport and Politics: The Olympics and the Los Angeles Games. Politics are endemic in the Olympics. Attempts to eliminate politics could not succeed.

Jack Moore. Joe DiMaggio: Baseball's Yankee Clipper. Joe's life on and off the field comprises Part I. Part II reviews his evolving status as a mythic figure. Here's to you Marilyn DiMaggio.

Paul Lawrence. Unsportsmanlike Conduct: The National Collegiate Athletic Association and the Business of College Football. Traces the transformation of college sport into a multi-million dollar business monopoly.

Julian Nates. America's Musical Stage: Two Hundred Years of Musical Theatre. Covers the range of musical theater from burlesque to grand opera over 200 years in 264 pages. That's thin.

Sarah Blackstone. The Business of Being Buffalo Bill: Selected Letters of William F. Cody, 1879-1917. In the words of John Lennon, "A working class hero is hard to be."

Herb Sandler. Year by Year in the Rock Era. Puts the hits of each year 1954-1982 in the context of media developments, fashion, fads, and world events.

Glen Lewis. Australian Movies and the American Press. Though Australians aren't such like Americans, Australian films, growing from American models, play on "Western" themes familiar to Americans.

George Jessel, ed. Chinese Film: The State of the Art in the People's Republic. Four essays introduce and orient the reader; but the meat of the book is in the extensive interviews with post Gang of Four era film-makers.

Jane Sochen. Enduring Values: Women in Popular Culture. Shows the parallels between the image portrayed by women in film, TV and popular music era-by-era.

Has your favorite new book escaped comment? If I didn't see it or hear about it, I haven't written about it. Please do let us know. R.A.P.



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