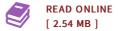




Globalization and American Popular Culture (Paperback)

By Lane Crothers

ROWMAN LITTLEFIELD, United States, 2017. Paperback. Condition: New. Fourth Edition. Language: English . Brand New Book. 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 nonvisual 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.



Reviews

This composed pdf is excellent. It really is basic but excitement in the 50 % in the book. Your lifestyle span will likely be change when you comprehensive looking at this book.

-- Tom Fisher

The most effective publication i at any time read. We have study and i am sure that i will likely to read yet again once again in the foreseeable future. You will not truly feel monotony at anytime of your time (that's what catalogs are for about in the event you request me).
-- Mr. Rafael Hoeger