Written Exam:

Thursday, 27th July 2017, 10.15-11.45 (HS 24 Kupferbau +

HS S320 Hölderlin-/Sigwartstr.)

You will be assigned to one of the two lecture halls through the tutorials. If you

do not attend a tutorial, please send an e-mail to

bianca.klose@student.uni-tuebingen.de

Second date (only for those who fail their first attempt or who cannot attend

because of other exams in that time slot – proof needed):

Thursday, 28th September, 10.15-11.45 (HS 036 Brechtbau)

Introduction to Cultural Studies

Lecture 10: Conclusion – Studying Cultures

1) Looking Back

2) Broadening the Grid

3) Studying Cultures

4) Coda: 'The Great Nations of Europe'

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1) Looking Back

Mimesis – Representation – Signs – Language – Textual Culture
                              – Mediality – Images – Visual Culture

The Body – Time – Space – Identity (individual vs. collective) – Memory

Culture vs. culture(s); C > hegemony (Antonio Gramsci, 1891-1937)

High Culture – folk culture/subculture – mass culture
        popular culture

Texts (cf. Childs 2006):

- Film: *The Matrix* and the I-pod
- Building: Shopping in Utopia
- Movie Poster: Alien Nature
- Pop Video: Michael Jackson's 'Thriller' and 'Race'
- Celebrity: Diana and Death
- TV Show: *Big Brother* after the Big Other
- Newspaper Article: The Gulf War in Real Time and Virtual Space
- Photograph(er): Cindy Sherman and the Masquerade
- Political Speech: Margaret Thatcher […]
- Critical Text: Alan Sokal's Sham Transgression
- Popular Novel: The Ethics of Harry Potter
- Short Story: Barthelme's Balloon and the Rhizome
- Lyric: 'Where's my Snare?': Eminem and Sylvia Plath
- Autobiography: Martin Amis's *Experience*
- Virtual Text: Amazonian Democracy
- World Media Event: […] Cultural History at the Millenium

2) Broadening the Grid
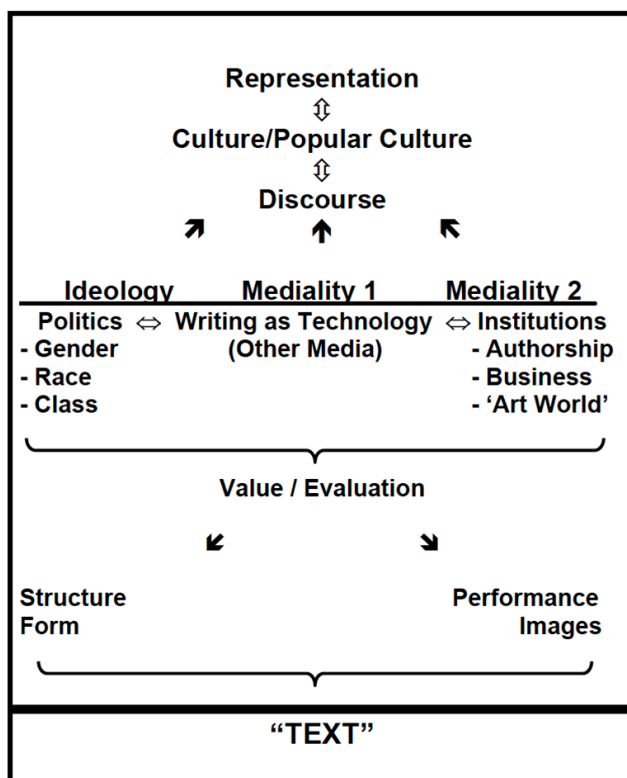
(cf. http://www.uni-tuebingen.de/angl/
- Downloads
- HS/OS Key Terms for Studying Culture
- Key Terms 1: Terminology)

The Keyword-Approach:

Raymond Williams, Keywords: *A Vocabulary of Culture and Society*. London: Fontana, 1988.
Tony Bennett, Lawrence Grossberg & Meaghan Morris, eds., *New Keywords: A Revised Vocabulary of Culture and Society*. Oxford: Blackwell, 1995.

(*Critical Terms for …* ; *Key Terms in …* ; see bibliography)

Joachim Gentz, *Keywords Re-oriented*. Göttingen: Universitätsverlag Göttingen, 2009 (interKULTUR, vol. IV).

Algorithmic Culture (Striphas 2015):

What one sees [...] is the enfolding of human thought, conduct, organization and expression into the logic of big data and large-scale computation, a move that alters how the category *culture* has long been practiced, experienced and understood. This is the phenomenon I am calling, following Alexander R. Galloway ([*Gaming,*] 2006), 'algorithmic culture'. [...] It is a contention of this essay that the semantic dimensions of algorithmic culture (and also then of the related phenomena of big data, data mining and analytics [...]) are at least as important as the technological ones, the latter, for perhaps obvious reasons, tending to command the spotlight. [...] Beyond semantics, what is at stake in algorithmic culture is the gradual abandonment of culture's publicness and thus the emergence of a new breed of elite culture purporting to be its opposite. (396-397)

[Keywords: *information, crowd, algorithm*]

Robert Seyfert and Jonathan Roberge, eds. *Algorithmic Cultures: Essays on Meaning, Performance and New Technologies.* London/New York: Routledge, 2016.
[German translation: *Algorithmuskulturen: Über die rechnerische Konstruktion der Wirklichkeit.* Bielefeld: Transcript, 2017]

3) Studying Cultures

'Landeskunde' – 'Cultural Studies' – 'Kulturwissenschaften'

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'Culture Studies'? – 'The Study of Culture'?

⬇

'The Study of Cultures'

⬇

Cultural Studies

[Cf. Kwame Anthony Appiah & Henry Louis Gates, Jr., *The Dictionary of Global Culture*. New York: Knopf, 1996.]

[Cf. Martin J. Gannon & Rajnandini Pillai, *Understanding Global Cultures: Metaphorical Journeys through 31 Nations, Clusters of Nations, Continents and Diversity*. 5th ed. London: Sage, 2012.]

4) Coda: 'The Great Nations of Europe'

From: Randy Newman (Bad Love, 1999)

The Great Nations of Europe
Had gathered on the shore
They'd conquered what was behind them
And now they wanted more
So they looked to the mighty ocean
And took to the western sea
The great nations of Europe in the sixteenth century

Hide your wives and daughters
Hide the groceries too
Great nations of Europe coming through

The Grand Canary Islands
First land to which they came
They slaughtered all the canaries there
Which gave the land its name
There were natives there called Guanches,
Guanches by the score
Bullets, disease, the Portugese
And they weren't there any more

Now they're gone, they're gone, they're really gone
You've never seen anyone so gone
There's pictures in a museum
Some lines written in a book
But you won't find a live one no matter where you look

Hide your wives and daughters
Hide the groceries too
Great nations of Europe coming through

Columbus sailed for India
Found Salvador instead
He shook hands with some Indians
And soon they all were dead
They got TB and typhoid and athlete's foot
Diphtheria and the flu
Excuse me – Great nations coming through

Balboa found the pacific
And on the trail one day
He met some friendly Indians
Whom he was told were gay
So he had them torn apart by dogs
On religious grounds they say
The great nations of Europe
Were quite holy in their way

Now they're gone, they're gone, they're really gone
You've never seen anyone so gone
Some bones hidden in a canyon
Some paintings in a cave
There's no use trying to save them
There's nothing left to save

Hide your wives and daughters
Hide your sons as well
With the great nations of Europe you never can tell

Where you and I are standing
At the end of a century
Europes have sprung up everywhere as even I can see
But there on the horizon as a possibility
Some bug from out of Africa might come for you and me
Destroying everything in its path
From sea to shining sea
Like the great nations of Europe
In the sixteenth century

Bibliography Lecture 10:

Childs, Peter, *Texts: Contemporary Cultural Texts and Critical Approaches*. Edinburgh: Edinburgh UP, 2006.

Horner, Bruce & Thomas Swiss, eds., *Key Terms in Popular Music and Culture*. Malden, Mass./Oxford, 1999.

Lentricchia, Frank & Thomas McLaughlin, eds., *Critical Terms for Literary Studies*. 2nd ed. Chicago/London: U of Chicago P, 1995.

Mitchell, W.J.T. & Mark B.N. Hansen, eds., *Critical Terms for Media Studies*. Chicago/London: U of Chicago P, 2010.

Striphas, Ted, "Algorithmic Culture." *European Journal of Cultural Studies* 18.4-5 (2015): 395-412.