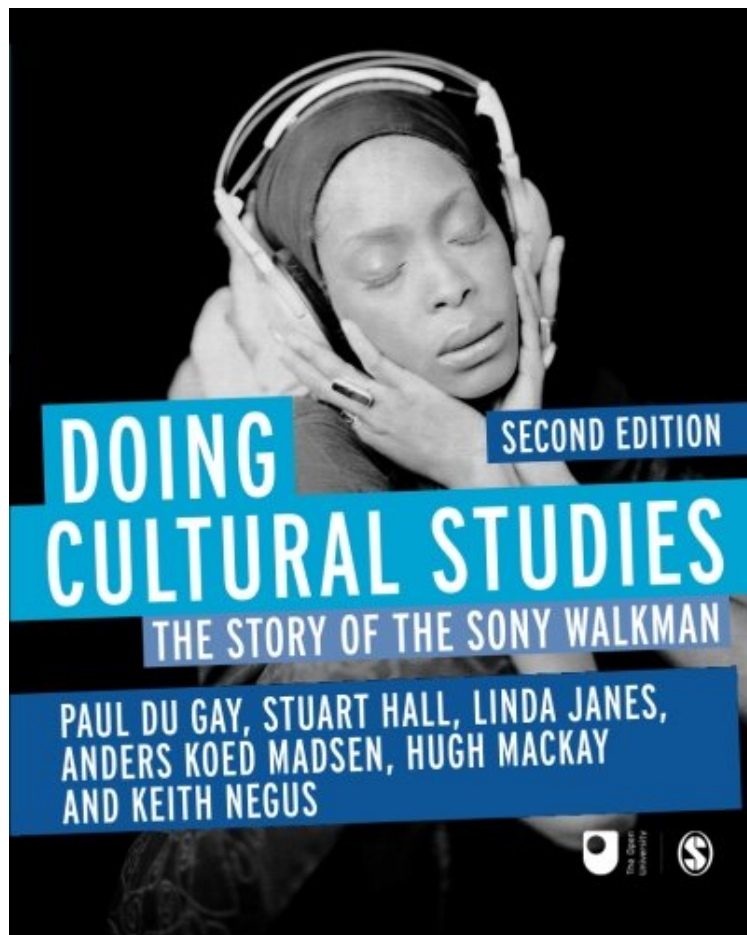


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Doing Cultural Studies: The Story of the Sony Walkman (Culture, Media and Identities series)

Paul du Gay, Stuart Hall, Linda Janes, Anders Koed Madsen, Hugh Mackay, Keith Negus
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"Arguably the most famous book in its field... In theoretical terms, the legacy of *Doing Cultural Studies* confirms that this classic read is not just about the Walkman itself, but represents a series of clear observations about the symbolic meanings of culture." - LSE Review of Books Why think about the Walkman in the 21st century? Can the Walkman help us understand today's media and cultural practices? Through the notion of the circuit of culture, this book teaches students to critically examine what culture means, and how and why it is enmeshed with the media texts and objects in their lives. Students will: Unpack the key concepts of contemporary culture, such as mobility, materiality, consumption and identity Learn to think about some of the cultural conundrums of the present and their relation to the past, such as branding culture Look with fresh eyes at today's media world and the cultural practices it gives rise to Gain practical experience with the historical comparative method Practice their critical skills with up-to-date exercises and activities This book takes students on a journey between past and present, giving them the skills to do cultural analysis along the way. It remains the perfect how to for students in media studies, cultural studies, design and sociology.

Arguably the most famous book in its field, "*Doing Cultural Studies: the Story of the Sony Walkman*" is the text that led to Cultural Studies becoming a respected and accepted discipline throughout the rest of the world.... Any 21st century observer might object and ask, somewhat perplexed, "who owns a Walkman nowadays?..". 16 years after the first edition, the authors can now write in a comparative fashion between two eras: 'Comparing the cultural practices associated with the Walkman with the practices related to modern Web-based mobile devices reveals both continuities and changes in the ways such technologies have been represented, identified with, produced, consumed and regulated, and the way they have been discussed in the media as well as in academic debates within the cultural and social sciences' (p. xii). In theoretical terms, the legacy of "*Doing Cultural Studies*" confirms that this classic read is not just about the Walkman itself, but represents a series of clear observations about the symbolic meanings of culture... This fundamental reading on Cultural Studies should be read not only by students and scholars in this particular field, but by students in a variety of domains including sociology of culture, political economy of culture, popular music studies, media studies, and marketing. Non-scholars will also be able to follow it and appreciate its numerous ideas. Most importantly, those who read this book's first edition many years ago must read this enriched second edition as it remains timely and relevant for today, in its accurate understanding of how we, collectively, identify and consume culture. The now forgone era of the Walkman serves as a useful comparison about how some things seem to change or can remain the same in subtle ways. That is what academic books are made for. Read the full review here--Dr. Yves Laberge, LSE of Books (11/19/2013) In today's world, with economy the central tenet of contemporary culture and popular culture and finance inextricably linked, this exemplary Walkman study will be a template and a source of inspiration for scholars who appreciate the materiality of culture and continuity between production and consumption. Barbara Czarniawska Professor of Management Studies, University of Gothenburg This publication provides a welcome opportunity to return to a classic text of cultural studies pedagogy and to apply its insights to contemporary issues of culture, media and identity and their connections to the production and consumption of technology. The combination of the original Walkman case study with useful 'back to the future' sections provides a great opportunity for students to reflect on the cultural meanings of smart phones, social media and user-generated knowledge. Dr Richard Elliott School of Media, Film and Music, University of Sussex Arguably the most famous book in its field, *Doing Cultural Studies: the Story of the Sony Walkman* is the text that led to Cultural Studies becoming a respected and accepted discipline throughout the rest of the world.... Any 21st century observer might object and ask, somewhat perplexed, "who owns a Walkman nowadays?..". 16 years after the first edition, the authors can now write in a comparative fashion between two eras: 'Comparing the cultural practices associated with the Walkman with the practices related to modern Web-based mobile devices reveals both continuities and changes in the ways such technologies have been represented, identified with, produced, consumed and regulated, and the way they have been discussed in the media as well as in academic debates within the cultural and social sciences' (p. xii). In theoretical terms, the legacy of *Doing Cultural Studies* confirms that this classic read is not just about the Walkman itself, but represents a series of clear observations about the symbolic meanings of culture... This fundamental reading on Cultural Studies should be read not only by students and scholars in this particular field, but by students in a variety of domains including sociology of culture, political economy of culture, popular music studies, media studies, and marketing. Non-scholars will also be able to follow it and appreciate its numerous ideas. Most importantly, those who read this book's first edition many years ago must read this enriched second edition as it remains timely and relevant for today, in its accurate understanding of how we, collectively, identify and consume culture. The now forgone era of the Walkman serves as a useful comparison about how some things seem to change or can remain the same in subtle ways. That is what academic books are made for. Read the full review here--Dr. Yves Laberge, LSE of Books (11/19/2013) In today's world, with economy the central tenet of contemporary culture and popular culture and finance inextricably linked, this exemplary Walkman study will be a template and a source of inspiration for scholars who

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