

CULTURAL STUDIES

26 NOVEMBER 1992

IN TODAY'S MEETING I WOULD LIKE TO COVER SOME OF THE
ISSUES RAISED BY THE ASSIGNMENT

YOU ARE BEING ASKED TO:

1. DRAFT AN ARTICLE THAT WILL FORM THE BASIS OF A
PUBLISHED ARTICLE

2. PROVIDE AN INSIGHT FOR OTHER STUDENTS

IT WOULD BE VERY EASY AND UNDERSTANDABLE TO PLUNGE INTO
THE ARTICLE AND REPRODUCE NOTES YOU HAVE MADE FROM
READING

WHAT I AM ENCOURAGING YOU TO DO IS TO THINK ABOUT THE
RELATIONSHIP BETWEEN

AUTHOR

TEXT

AUDIENCE

CULTURAL STUDIES

YEAR TWO

5 March 1993

Whose Body is it Anyway?

Thank you for handing in your assignments. I look forward to reading them as soon as possible.

Today I want to develop some issues that may have arisen from your reading. In particular, I am interested in exploring whether our bodies have a neutral value or whether we have some ideological baggage to deal with.

Why should I keep going on about the body?

It might be that as a theorist I am interested in the significance of appearance and bodily presentation in late capitalist society!

Mike Featherstone has argued that we have moved from ascetism to hedonism as a guiding philosophy, he terms it "calculating hedonism". He suggests that:

Advertising has helped to create a world in which individuals are made to become emotionally vulnerable, constantly monitoring themselves for bodily imperfections which could no longer be regarded as natural.

But he also thinks that there is a critical element to this. We are not total cultural dopes! What might be particularly interesting to consider is how popular culture creates meanings for goods.

William Leiss has suggested that :

we may be able to detect some very traditional human behavioural modes beneath the material glitter in modern market societies.

To indicate how far we may need to move in our thinking, contemplate the following quotation from Ingham & Hardy (1984:85)

the ways in which groups handle the raw materials of their existence and so produce maps of meaning are contoured by the structures which most directly express the power, position and hegemony of the dominant interests in society.

This is the kind of intellectual space that authors such as Hargreaves (John & Jenny), Cantelon, Gruneau, Beamish and Jarvie amongst others inhabit. It is with these concepts if not these words that we have to engage.

Perhaps some topical examples could help explain why it might be appropriate for us to recognise the importance of an albeit "assymetrical negotiation process" of meaning making in culture.

The authors mentioned here include those who have written material for a very interesting journal called Theory, Culture and Society.

CULTURAL STUDIES

25.2.93

TODAY'S MEETING

1. My sincere apologies for last week's cancellation.
2. Today I want to use your reading to conclude our consideration of gender.
3. I want to encourage you to discuss:
 - * your reading
 - * your critique
 - * how you might go about collecting information.
4. I would like to link this with next week's items: The Body and the Nation State.

CULTURAL STUDIES

25.2.93

CULTURAL CONSTRUCTION OF GENDER

1. IF CULTURES USE GENDER AS A BASIC WAY OF DIFFERENTIATING BETWEEN INDIVIDUALS...
2. WHAT ARE THE ISSUES THAT A CULTURAL STUDIES APPROACH MUST ADDRESS IN ORDER TO UNDERSTAND THE FORMS THAT SPORT AND LEISURE TAKE?
3. HOW MIGHT AUTHORS SUCH AS ANN OAKLEY AND BOOKS LIKE IRON JOHN HELP US TO UNDERSTAND CULTURAL PRACTICE?
4. HOW WOULD YOU GO ABOUT COLLECTING 'EVIDENCE' OF THE CULTURAL PATTERNING OF INVOLVEMENT IN SPORT AND LEISURE?
5. WHAT POSSIBILITIES FOR CHANGE IN THE POWER RELATIONSHIPS?