Contents

Notes on Contributors x
Preface and Acknowledgments to the Second Edition xii
Acknowledgments to the First Edition xv

Introduction: The Worldwide Web of Popular Culture 1

1 New News 11
   Timeline 11
   Introduction 12
   Little Sheets of News and Varieties: The PennyWonder in New York City by Isabelle Lehuu 13
   Consider the Source: 33
   Excerpt from “Great Astronomical Discoveries Recently Made,” from the Sun (Friday, August 28, 1835) 33
   Suggested Further Reading 35

2 The World of the Stage 37
   Timeline 37
   Introduction 38
   William Shakespeare in America by Lawrence Levine 39
   Consider the Source: 59
   Excerpt from Representative Men, by Ralph Waldo Emerson (1850) 60
   Suggested Further Reading 66

3 The Racy Appeal of the Minstrel 67
   Timeline 67
   Introduction 68
## Contents

*The Blackface Lore Cycle* by W. T. Lhamon, Jr. 71  
Consider the Source: 86  
Excerpts from Nineteenth-Century Minstrel Shows 86  
Suggested Further Reading 88  

4 Western Values 91  
Timeline 91  
Introduction 92  
*Women and the Language of Men* by Jane Tompkins 94  
Consider the Source: 109  
First excerpt from *The Virginian*, by Owen Wister (1902) 110  
Second excerpt from *The Virginian*, by Owen Wister (1902) 112  
Suggested Further Reading 113  

5 Moving Images 115  
Timeline 115  
Introduction 116  
*Nickel Madness* by Robert Sklar 118  
Consider the Source: 133  
Excerpts from *The Spirit of Youth*, by Jane Addams (1909) 134  
Suggested Further Reading 138  

6 Waves of Selling 139  
Timeline 139  
Introduction 140  
*Arguments over Broadcast Advertising* by Susan Smulyan 142  
Consider the Source: 180  
Excerpt from “Sponsoritis,” from *Radio Revue* magazine (1930) 180  
Suggested Further Reading 181  

7 The Firmament of Stardom 183  
Timeline 183  
Introduction 184  
*Fool’s Paradise: Frank Sinatra and the American Dream* 186  
by Jim Cullen 186  
Consider the Source: 211  
“Why the Americans Are So Restless in the Midst of Their Prosperity,” from Volume 2 of *Democracy in America*, by Alexis de Tocqueville (1840) 211  
Suggested Further Reading 215  

8 Seeing Television 217  
Timeline 217  
Introduction 218
Contents

Reality Bites by Susan J. Douglas 220
Consider the Source: 237
Excerpts from After All, by Mary Tyler Moore (1995) 237
Suggested Further Reading 239

9  Rapping Hip-Hop 241
Timeline 241
Introduction 242
Just Keeping It Real by Tricia Rose 245
Consider the Source: 257
Excerpts from Ladies First, by Queen Latifah (1999) 257
Suggested Further Reading 259

10  Tangled Web 261
Timeline 261
Introduction 262
The Emperor’s New Modem by Lee Siegel 266
Consider the Source: 276
Excerpt from The Art of Democracy, by Jim Cullen (2002) 276
Suggested Further Reading 277

Source Credits 279