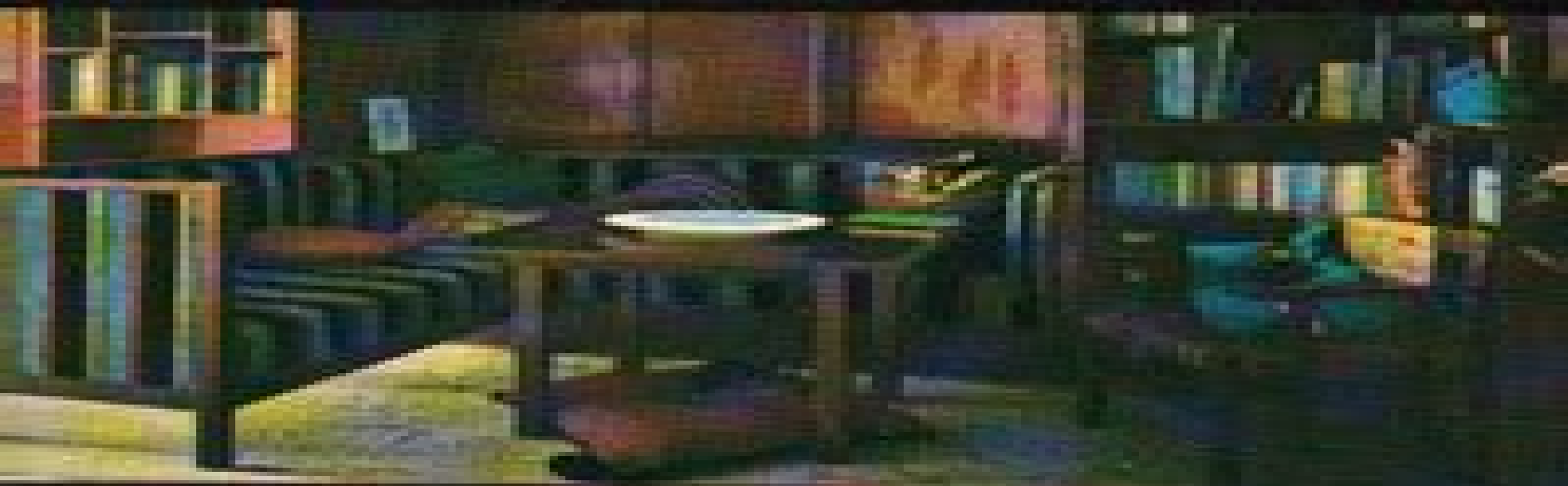




Russell Lynes

THE TASTEMAKERS

The Shaping of American Popular Taste



The Tastemakers The Shaping Of American Popular Taste

Anne C. Loveland, Otis B. Wheeler



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The Tastemakers Russell Lynes, 1980 *Grasping Things* Simon J. Bronner, 2021-05-11 America stocks its shelves with mass produced goods but fills its imagination with handmade folk objects In Pennsylvania the back to the city housing movement causes a conflict of cultures In Indiana an old tradition of butchering turtles for church picnics evokes both pride and loathing among residents In New York folk art exhibits raise choruses of adoration and protest These are a few of the examples Simon Bronner uses to illustrate the ways Americans physically and mentally grasp things Bronner moves beyond the usual discussions of form and variety in America's folk material culture to explain historical influences on and the social consequences of channeling folk culture into a mass society Creating the Artful Home Karen Zukowski, 2006 *Creating the Artful Home* the Aesthetic Movement and Its Influence on Home Decor covers the history of a movement that emphasized art for art's sake and the influence it had on home decor The Aesthetic Movement in America lasted just a few decades 1870 1900 and served mainly as a bridge between the high Victorian sensibility and the radical shift to the Arts Crafts style The movement germinated among artists who used opulent color decorative patterning and lavish materials simply for the aesthetic effects they could evoke It was commonly held that a home that expressed an artful harmonious soul would instill high aesthetic and moral merit in its inhabitants The Aesthetic Movement in America helped to popularize the idea that everyone should be able to enjoy beautiful well made homes and furnishings not just the very wealthy Artful homes could be composed from brilliant antique store finds discriminating department store purchases and gems hand made by the ladies of the house It was the moment when people embraced the idea that only a beautiful home could be a happy home Karen Zukowski delves into the movement's establishment evolution and main characters and shows how today's homes can incorporate Aesthetic principles Through suggestion rather than statement sensuality massive use of symbols and synaesthetic effects that is correspondence between words colors and music How influential designers such as Clarence Cook and Charles Eastlake popularized the idea that beautiful homes with tasteful furnishings could be available to practically everyone How today's designers manufacturers and retailers deploy the very same stylistic markers of the Aesthetic Movement rich color layered pattern and texture mixtures of historical motifs Debussy Redux Matthew Brown, 2012-04-09 In a study that is both scholarly and highly entertaining Matthew Brown explores pop culture's appropriations of Debussy's music in everything from 30s swing tunes 40s movie scores 50s lounge exotica 70s rock and animation 80s action films and Muzak The book however is far more than a compendium of fascinating borrowings The author uses these musical transfers to tackle some of the most fundamental aesthetic issues relevant to the music of all composers not just Debussy David Grayson Book jacket The Hidden Foundation David E. James, Rick Berg, 1996 Ranging from the earliest days of the cinema to the present *The Hidden Foundation* reestablishes class as a fundamental aspect of film history Featuring prominent film scholars and historians this volume is unique in its international scope diversity of

perspectives and methodologies and the sweep of its analysis The Hidden Foundation begins with a review of the history of class in social and political thought going on to chronicle its disappearance from film and cultural studies Subsequent essays consider topics ranging from American and Soviet silent film through Chinese and American film in the fifties to the restructuring of the working class that was a feature of films of the 1980s in both the United States and Great Britain

The Socialness of Things Stephen H. Riggins,2012-10-25 No detailed description available for The Socialness of Things

All about Flowers Thomas J. Mickey,2021-05-07 A nineteenth century entrepreneur s bold innovative marketing helped transform flower gardens into one of America s favorite hobbies There is much that is hard and productive of sorrow in this sin plagued world of ours and had we no flowers I believe existence would be hard to be borne So states a customer s 1881 letter one of thousands James Vick regularly received Vick s business selling flower seeds through the mail wasn t unique but it was wildly successful because he understood better than his rivals how to engage customers emotions He sold the love of flowers along with the flower seeds Vick was genuinely passionate about floriculture but he also pioneered what we now describe as integrated marketing He spent a mind boggling 100 000 per year on advertising mostly to women his target demographic he courted newspaper editors for free publicity his educational guides presaged today s content marketing he recruited social influencers to popularize neighborhood gardening clubs and he developed a visually rich communication and branding strategy to build customer loyalty and deflect their purchasing needs with purchasing desire *Artists in the Audience* Greg Taylor,2018-06-05 Gone with the Wind an inspiration for the American avant garde Mickey Mouse a crucial source for the development of cutting edge intellectual and aesthetic ideas As Greg Taylor shows in this witty and provocative book the idea is not so far fetched One of the first ever studies of American film criticism Artists in the Audience shows that film critics beginning in the 1940s turned to the movies as raw material to be molded into a more radical modernism than that offered by any other contemporary artists or thinkers In doing so they offered readers a vanguard alternative that reshaped postwar American culture nonaesthetic mass culture reconceived and refashioned into rich personally relevant art by the attuned creative spectator [The Blackwell Companion to the Sociology of Culture](#) Mark D.

Jacobs,Nancy Weiss Hanrahan,2016-09-26 This collection of original state of the art essays by prominent international scholars covers the most important issues comprising the sociology of culture Provides an invaluable reference resource to all interested in the cultural structures and processes that animate contemporary life Contains 27 essays on the most important issues comprising the sociology of culture including art science religions race class gender collective memory institutions and citizenship Reflects and analyzes the cultural turn that has transformed scholarship in the social sciences and humanities *The Figure of Knowledge* Sebastiaan Loosen,Rajesh Heynickx,Hilde Heynen,2020-10-01 It is a major challenge to write the history of post WWII architectural theory without boiling it down to a few defining paradigms An impressive anthologising effort during the 1990s charted architectural theory mostly via the various theoretical frameworks

employed such as critical theory critical regionalism deconstructivism and pragmatism Yet the intellectual contours of what constitutes architectural theory have been constantly in flux It is therefore paramount to ask what kind of knowledge has become important in the recent history of architectural theory and how the resulting figure of knowledge sets the conditions for the actual arguments made The contributions in this volume focus on institutional geographical rhetorical and other conditioning factors They thus screen the unspoken rules of engagement that postwar architectural theory ascribed to

Design at Home Grace Lees Maffei,2013-12-17 Domestic advice literature is rich in information about design ideals of domesticity consumption and issues of identity yet this literature remains a relatively neglected resource in comparison with magazines and film Design at Home brings together etiquette homemaking and home decoration advice as sources in the first systematic demonstration of the historical value of domestic advice literature as a genre of word and image and a discourse of dominance This book traces a transatlantic domestic dialogue between the UK and the US as the chapters explore issues of design domesticity consumption social interaction and identity markers including class gender and age Areas covered include the use of domestic advice by historians relationships between advice housing and the middle class links between advice and gender advice and the teenage consumer Design at Home is essential reading for students and scholars of cultural and social history design history and cultural studies

Museum Movies Haidee Wasson,2005-05-27 In 1935 the foundation of the Film Library of the Museum of Modern Art in New York marked the transformation of the film medium from a passing amusement to an enduring art form Haidee Wasson maps the work of the MoMA film library as it pioneered the preservation of film promoted the concept of art cinema

Landscapes of Privilege Nancy Duncan,2004-02-24 James and Nancy Duncan look at how the aesthetics of physical landscapes are fully enmeshed in producing the American class system Focusing on an archetypal upper class American suburb Bedford in Westchester County NY they show how the physical presentation of a place carries with it a range of markers of inclusion and exclusion

Designs on the Heart Karal Ann Marling,2006-05-29 In this book Karal Ann Marling looks at Grandma Moses as a cultural phenomenon of the postwar period and explores the meaning of her subject matter and her astonishing fame What did the Greatest Generation see in her simple renderings of people young and old tapping maple trees for syrup making apple butter gliding across snowy fields on sleighs Why did Bob Hope Irving Berlin and Harry Truman all love her and the art czars of New York openly despise her Through the flood of Moses merchandise splashed across Christmas cards dishware yard goods and gewgaws of every kind Marling traces the resonances that these primitive images struck in an America awkwardly adjusting to a new era of technology suburbia and Cold War tensions

The Eclectic Odyssey of Atlee B. Ayres, Architect Robert James Coote,2001 During the three decades Coote examines Ayres designed nearly two hundred homes in the fashionable San Antonio suburbs of Monte Vista Olmos Park and Terrell Hills homes that even now rank among the most charming in the area

Viewers Like You Laurie Oullette,2012-07-24 How public is public television if only a small percentage of the American

people tune in on a regular basis When public television addresses viewers like you just who are you Despite the current of frustration with commercial television that runs through American life most TV viewers bypass the redemptive oasis of the wasteland represented by PBS and turn to the sitcoms soap operas music videos game shows weekly dramas and popular news programs produced by the culture industries Viewers Like You traces the history of public broadcasting in the United States questions its priorities and argues that public TV's tendency to reject popular culture has undermined its capacity to serve the people it claims to represent Drawing from archival research and cultural theory the book shows that public television's perception of what the public needs is constrained by unquestioned cultural assumptions rooted in the politics of class gender and race

Celebrity in Chief Kenneth T. Walsh, 2016-08-22 It didn't take long for Barack Obama to make his mark as the biggest political star to ever occupy the White House

Enter Culture, Exit Arts? Semi Purhonen, Riie Heikkilä, Irmak Karademir Hazir, Tina Lauronen, Carlos J. Fernández Rodríguez, Jukka Gronow, 2018-09-26 Key debates of contemporary cultural sociology the rise of the cultural omnivore the fate of classical highbrow culture the popularization commercialization and globalization of culture deal with temporal changes Yet systematic research about these processes is scarce due to the lack of suitable longitudinal data This book explores these questions through the lens of a crucial institution of cultural mediation the culture sections in quality European newspapers from 1960 to 2010 Starting from the framework of cultural stratification and employing systematic content analysis both quantitative and qualitative of more than 13 000 newspaper articles Enter Culture Exit Arts presents a synthetic yet empirically rich and detailed account of cultural transformation in Europe over the last five decades It shows how classifications and hierarchies of culture have changed in course of the process towards increased cultural heterogeneity Furthermore it conceptualizes the key trends of rising popular culture and declining highbrow arts as two simultaneous processes the one of legitimization of popular culture and the other of popularization of traditional legitimate culture both important for the loosening of the boundary between highbrow and popular Through careful comparative analysis and illustrative snapshots into the specific socio historical contexts in which the newspapers and their representations of culture are embedded in Finland France Spain Sweden Turkey and the UK the book reveals the key patterns and diversity of European variations in the transformation of cultural hierarchies since the 1960s The book is a collective endeavour of a large scale international research project active between 2013 and 2018

In Good Hands Ellen Easton McLeod, 1999-12-20 The Canadian Handicrafts Guild broadened the definition of art and the artist in Canada Linking decorative arts with home arts and handicrafts the Guild consistently showed them together at annual exhibitions at the art gallery in Montreal and formed a permanent collection documenting old and contemporary crafts The Guild women combined creativity and philanthropy voluntarism and an entrepreneurial spirit education and concern with quality in a movement that provided income and recognition to craftspeople and a craft legacy to Canada In Good Hands is alive with the interplay between art and social history and the issues this dialogue raised

at the time and those we bring to it now constantly overlap It deals with noblesse oblige and the era s patronizing attitude to cultural difference but shows how the Guild consciously fostered an inclusive national feeling by exhibiting and selling crafts of all Canadians on an equal footing It also draws a much broader perspective of women s roles in shaping our culture than has been the norm in Canadian art history **From Meetinghouse to Megachurch** Anne C. Loveland, Otis B. Wheeler, 2003 Table of contents

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Table of Contents The Tastemakers The Shaping Of American Popular Taste

1. Understanding the eBook The Tastemakers The Shaping Of American Popular Taste
 - The Rise of Digital Reading The Tastemakers The Shaping Of American Popular Taste
 - Advantages of eBooks Over Traditional Books
2. Identifying The Tastemakers The Shaping Of American Popular Taste
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an The Tastemakers The Shaping Of American Popular Taste
 - User-Friendly Interface
4. Exploring eBook Recommendations from The Tastemakers The Shaping Of American Popular Taste
 - Personalized Recommendations
 - The Tastemakers The Shaping Of American Popular Taste User Reviews and Ratings
 - The Tastemakers The Shaping Of American Popular Taste and Bestseller Lists
5. Accessing The Tastemakers The Shaping Of American Popular Taste Free and Paid eBooks
 - The Tastemakers The Shaping Of American Popular Taste Public Domain eBooks
 - The Tastemakers The Shaping Of American Popular Taste eBook Subscription Services
 - The Tastemakers The Shaping Of American Popular Taste Budget-Friendly Options

6. Navigating The Tastemakers The Shaping Of American Popular Taste eBook Formats
 - ePub, PDF, MOBI, and More
 - The Tastemakers The Shaping Of American Popular Taste Compatibility with Devices
 - The Tastemakers The Shaping Of American Popular Taste Enhanced eBook Features
7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of The Tastemakers The Shaping Of American Popular Taste
 - Highlighting and Note-Taking The Tastemakers The Shaping Of American Popular Taste
 - Interactive Elements The Tastemakers The Shaping Of American Popular Taste
8. Staying Engaged with The Tastemakers The Shaping Of American Popular Taste
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers The Tastemakers The Shaping Of American Popular Taste
9. Balancing eBooks and Physical Books The Tastemakers The Shaping Of American Popular Taste
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection The Tastemakers The Shaping Of American Popular Taste
10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
11. Cultivating a Reading Routine The Tastemakers The Shaping Of American Popular Taste
 - Setting Reading Goals The Tastemakers The Shaping Of American Popular Taste
 - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of The Tastemakers The Shaping Of American Popular Taste
 - Fact-Checking eBook Content of The Tastemakers The Shaping Of American Popular Taste
 - Distinguishing Credible Sources
13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
14. Embracing eBook Trends
 - Integration of Multimedia Elements

- Interactive and Gamified eBooks

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