## Contents

List of Figures Foreword		ix
		xi
Pre	Preface About the Author	
Ab		
1.	Culture and the Cultural Diamond	1
	Two Ways of Looking at Culture	3
	"The Best That Has Been Thought and Known"	4
	"That Complex Whole"	7
	Connections: The Links Between Culture and Society	10
	The Cultural Object	11
	The Cultural Diamond	14
	Summary	17
	Questions for Study and Discussion	17
	Recommended for Further Reading	18
2.	Cultural Meaning	19
	Why Do We Need Meaning?	21
	Culture and Meaning in Reflection Theory	23
	Culture as Mirror	23
	The Greek Background to Reflection Theory	25
	Culture and Meaning in Marxian Sociology	27
	"From Earth to Heaven": The Materialist	
	Approach to Culture	28
	Historical Materialism	29
	Research Directions From the Marxian Tradition	30
	Culture and Meaning in Functionalist Sociology	32
	Culture and Meaning in Weberian Sociology	35

	The Anxious Protestants and the World They Built	36
	The Cultural Switchman	38
	Meaning Systems or a Tool Kit?	39
	Meaning, Modernity, and the Clash of Cultures	40
	Summary	43
	Questions for Study and Discussion	45
	Recommended for Further Reading	45
3.	Culture as a Social Creation	47
	Durkheim and the Social Production of Culture	49
	The Problem of Modern Social Life	49
	Social Bonds: The Role of Religion	50
	Culture as Collective Representation	53
	The Collective Production of Culture	55
	Symbolic Interactionism	55
	Subcultures	59
	Cultural Innovation and Social Change	62
	Cultural Lags and Leads	63
	Cultural Innovations	64
	Summary	67
	Questions for Study and Discussion	68
	Recommended for Further Reading	68
4.	The Production, Distribution, and Reception of Culture	71
	The Production of Culture	73
	The Culture Industry System	73
	Cultural Markets	77
	The Production of Ideas	81
	Reception	83
	Audiences and Taste Cultures	84
	Horizons of Expectations	87
	Freedom of Interpretation: Two Views	89
	Seduction by Mass Culture	90
	Resistance Through Popular Culture	92
	Summary	95
	Questions for Study and Discussion	95
	Recommended for Further Reading	96
5.	Identities, Problems, and Movements	97
	Constructing a Collective Identity	99
	Constructing a Social Problem	104
	Making Trouble	105

From Happening to Event to Social Problem	105
The Career of a Social Problem	108
Constructing a Social Movement	110
Summary	113
Questions for Study and Discussion	115
Recommended for Further Reading	116
6. Organizations in a Multicultural World	117
Organizational Cultures	119
Culture and Motivation	119
Cultures of Solidarity and Ambiguity	124
Organizations in Cultural Contexts	128
Working Across Cultures	133
Summary	137
Questions for Study and Discussion	139
Recommended for Further Reading	139
7. Culture and Connection	141
Media Revolutions and Cultural Communities	142
Oral Cultures	143
Written Cultures	144
Print Cultures	145
ICT Cultures	146
The Cultural Impact of the Internet	149
Old Diamonds, New Media	152
Communities of Meaning in a Global Culture	156
Postmodernity and Community	157
Mediated Transnationals	160
Questions for Study and Discussion	161
Recommended for Further Reading	162
8. Culture and Power	163
Power: What Is It, Who Has It, and	
Why Do People Submit to It?	163
Power in Face-to-Face Interactions	166
Identity Politics	168
The Aesthetics of Power	172
Political Acts as Cultural Objects	176
Cultures Without Centers	179
Questions for Study and Discussion	180
Recommended for Further Reading	180
References	181
Index	193