

Cultura popular i societat de masses

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Qualsevol recopilació bibliogràfica mai no és completa i resta limitada per factors que tenen a veure amb l'accessibilitat a les fonts per part de les persones que la fan, amb la seva preparació en termes de llengües que usen i d'orientació disciplinària, i, per tant, amb la forma d'entendre el tema que s'ha escollit. En el cas de la cultura popular i la societat de consum o de masses la bibliografia que es pot recopilar és doblement limitada per l'ambigüitat del terme "cultura popular". Aquí presento una llista de les fonts que em semblen més rellevants per a l'estudi de la cultura expressiva popular, prenent com a centre els processos comunicatius que a hores d'ara es donen en la nostra societat. Així, s'ha donat una importància especial als nous mitjans que s'usen com a canals de comunicació en què s'escolta la veu "folk" de l'actualitat, com, per exemple, Internet i els mitjans de comunicació de masses, tot incloent també temes transversals que tenen a veure amb la reinvençió de les tradicions, la comercialització de la cultura, les relacions de poder, qüestions de gènere i la globalització. Tots aquests temes resten acotats per l'aspecte que aquí he anomenat com "cultura expressiva", seguint, en part, la clàssica definició de Dan Ben-Amos de folklore com a "comunicació artística en el si de petits grups".

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- 275, 289, 290
- Noves tradicions i invenció de la tradició 6, 7, 8, 33, 34, 36, 37, 39, 45, 47, 124, 125, 153, 191, 193, 194, 241, 242, 252, 277, 278, 295, 329, 336, 348, 349
- Legendes urbanes 14, 18, 19, 30, 31, 43, 44, 48, 49, 50, 52, 55, 61, 71-76, 81, 82, 83, 89, 90, 93, 94, 108, 109, 110, 113, 118, 123, 127, 145-149, 152, 169, 170, 229, 230, 244, 245, 273, 276, 284, 300, 302, 304, 313, 321, 327, 330, 331, 333, 337, 345, 351, 353, 357
- Festes, rituals i societat de consum 3, 54, 56, 66, 95, 98, 99, 101, 102, 105, 116, 192, 205, 208, 263, 279, 306
- La política de la cultura 67, 69, 84, 95, 134, 142, 162, 164, 168, 176, 181, 183, 184, 185, 191, 198, 218, 223, 225, 242, 248, 249, 271, 274, 275, 288, 306, 335, 336, 339, 354, 355
- Música 6, 17, 63, 91, 132, 144, 159, 226, 268, 282
- Cultura expressiva en ciutats 1, 8, 27, 33, 37, 119, 125, 128, 141, 150, 151, 172, 173, 187, 208, 209, 210, 217, 221, 222, 238, 259, 278, 292, 296, 297
- Dones i cultura expressiva 12, 45, 64, 195, 213, 214, 280, 301, 347 358.
- Tecnologia i cultura expressiva 4, 27, 29, 34, 37, 42, 51, 56, 65, 78, 79, 80, 92, 103, 104, 122, 130, 131, 133, 136, 139, 177-180, 197, 234, 264, 266, 272, 280, 283, 294, 319, 324, 340, 344, 346, 352
- Globalització i cultura 10, 15, 16, 32, 38, 40, 62, 77, 87, 111, 136-138, 156, 158, 171, 188, 190, 204, 207, 219, 220, 240, 247, 257, 270, 285-287, 305, 325, 340, 343, 356
- Cultura com a bé de consum 11, 20, 26, 35, 41, 53, 67, 154-158, 162, 168, 223, 224, 225, 255, 265, 315, 326, 335, 336, 342
- Poder i cultura expressiva 7, 12, 18, 25, 28, 41, 69, 70, 84, 126, 134, 135, 140, 142, 154, 206, 215, 267, 274,

ÍNDEX

Mitjans de comunicació de masses i folklore 13, 14, 19, 29, 50, 51, 55, 57, 58, 63, 97, 112, 115, 117, 120, 121, 129, 163, 174, 182, 186, 193, 216, 228, 232, 235, 239, 243, 246, 250, 253, 254, 258, 269, 276, 277, 302, 308, 311, 312, 314, 316, 317, 322, 323, 328, 332, 334, 341

Tecnologia i cultura expressiva 4, 27, 29, 34, 37, 42, 51, 56, 65, 78, 79, 80, 92, 103, 104, 122, 130, 131, 133, 136, 139, 177-180, 197, 234, 264, 266, 272, 280, 283, 294, 319, 324, 340, 344, 346, 352

Globalització i cultura 10, 15, 16, 32, 38, 40, 62, 77, 87, 111, 136-138, 156, 158, 171, 188, 190, 204, 207, 219, 220, 240, 247, 257, 270, 285-287, 305, 325, 340, 343, 356

Cultura com a bé de consum 11, 20, 26, 35, 41, 53, 67, 154-158, 162, 168, 223, 224, 225, 255, 265, 315, 326, 335, 336, 342

Poder i cultura expressiva 7, 12, 18, 25, 28, 41, 69, 70, 84, 126, 134, 135, 140, 142, 154, 206, 215, 267, 274,