



Inventing Popular Culture: From Folklore to Globalization (Wiley-Blackwell Manifestos)

John Storey

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John Storey, a leading figure in the field of Cultural Studies, offers an illuminating and vibrant account of the development of popular culture. Addressing issues such as globalization, intellectualism, and consumerism, *Inventing Popular Culture* presents an engaging assessment of one of the most debated concepts of recent times.

- Provides a lively and accessible history of the concept of popular culture by one of the leading experts in the field.
- Traces the invention and reinvention of the concept of popular culture from the eighteenth-century “discovery” of folk culture to contemporary accounts of the cultural impact of globalization.
- Examines the relationship between the concept of popular culture and key issues in cultural analyses such as hegemony, postmodernism, identity, questions of value, consumerism, and everyday life.

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