



The Expediency of Culture: Uses of Culture in the Global Era (Post-Contemporary Interventions)

By George Yúdice

Download now

Read Online →

The Expediency of Culture: Uses of Culture in the Global Era (Post-Contemporary Interventions) By George Yúdice

The Expediency of Culture is a pioneering theorization of the changing role of culture in an increasingly globalized world. George Yúdice explores critically how groups ranging from indigenous activists to nation-states to nongovernmental organizations have all come to see culture as a valuable resource to be invested in, contested, and used for varied sociopolitical and economic ends. Through a dazzling series of illustrative studies, Yúdice challenges the Gramscian notion of cultural struggle for hegemony and instead develops an understanding of culture where cultural agency at every level is negotiated within globalized contexts dominated by the active management and administration of culture. He describes a world where “high” culture (such as the Guggenheim Museum in Bilbao, Spain) is a mode of urban development, rituals and everyday aesthetic practices are mobilized to promote tourism and the heritage industries, and mass culture industries comprise significant portions of a number of countries’ gross national products.

Yúdice contends that a new international division of cultural labor has emerged, combining local difference with transnational administration and investment. This does not mean that today’s increasingly transnational culture—exemplified by the entertainment industries and the so-called global civil society of nongovernmental organizations—is necessarily homogenized. He demonstrates that national and regional differences are still functional, shaping the meaning of phenomena from pop songs to antiracist activism. Yúdice considers a range of sites where identity politics and cultural agency are negotiated in the face of powerful transnational forces. He analyzes appropriations of American funk music as well as a citizen action initiative in Rio de Janeiro to show how global notions such as cultural difference are deployed within specific social fields. He provides a political and cultural economy of a vast and increasingly influential art event—*insite* a triennial festival extending from San Diego to Tijuana. He also reflects on the city of Miami as one of a number of transnational “cultural corridors” and on the uses of culture in an unstable world where censorship and terrorist acts interrupt the usual channels of capitalist and artistic flows.

 [Download The Expediency of Culture: Uses of Culture in the ...pdf](#)

 [Read Online The Expediency of Culture: Uses of Culture in th ...pdf](#)

The Expediency of Culture: Uses of Culture in the Global Era (Post-Contemporary Interventions)

By George Yúdice

The Expediency of Culture: Uses of Culture in the Global Era (Post-Contemporary Interventions) By George Yúdice

The Expediency of Culture is a pioneering theorization of the changing role of culture in an increasingly globalized world. George Yúdice explores critically how groups ranging from indigenous activists to nation-states to nongovernmental organizations have all come to see culture as a valuable resource to be invested in, contested, and used for varied sociopolitical and economic ends. Through a dazzling series of illustrative studies, Yúdice challenges the Gramscian notion of cultural struggle for hegemony and instead develops an understanding of culture where cultural agency at every level is negotiated within globalized contexts dominated by the active management and administration of culture. He describes a world where “high” culture (such as the Guggenheim Museum in Bilbao, Spain) is a mode of urban development, rituals and everyday aesthetic practices are mobilized to promote tourism and the heritage industries, and mass culture industries comprise significant portions of a number of countries’ gross national products.

Yúdice contends that a new international division of cultural labor has emerged, combining local difference with transnational administration and investment. This does not mean that today’s increasingly transnational culture—exemplified by the entertainment industries and the so-called global civil society of nongovernmental organizations—is necessarily homogenized. He demonstrates that national and regional differences are still functional, shaping the meaning of phenomena from pop songs to antiracist activism. Yúdice considers a range of sites where identity politics and cultural agency are negotiated in the face of powerful transnational forces. He analyzes appropriations of American funk music as well as a citizen action initiative in Rio de Janeiro to show how global notions such as cultural difference are deployed within specific social fields. He provides a political and cultural economy of a vast and increasingly influential art event—*insite* a triennial festival extending from San Diego to Tijuana. He also reflects on the city of Miami as one of a number of transnational “cultural corridors” and on the uses of culture in an unstable world where censorship and terrorist acts interrupt the usual channels of capitalist and artistic flows.

The Expediency of Culture: Uses of Culture in the Global Era (Post-Contemporary Interventions) By George Yúdice Bibliography

- Sales Rank: #507849 in Books
- Brand: Brand: Duke University Press Books
- Published on: 2004-01-23
- Original language: English
- Number of items: 1
- Dimensions: 9.14" h x 1.05" w x 6.10" l, 1.47 pounds
- Binding: Paperback
- 480 pages

 [Download The Expediency of Culture: Uses of Culture in the ...pdf](#)

 [Read Online The Expediency of Culture: Uses of Culture in th ...pdf](#)

Download and Read Free Online **The Expediency of Culture: Uses of Culture in the Global Era (Post-Contemporary Interventions)** By George Yúdice

Editorial Review

Review

“George Yúdice’s book demonstrates more clearly than any other I know how deeply and inextricably culture is today, in the era of globalization, embedded in economic circuits and political regimes. His provocative analyses of the function of culture in contexts throughout the Americas give us a new and powerful model for cultural studies.”—Michael Hardt, coauthor of *Empire*

From the Back Cover

"George Yudice's book demonstrates more clearly than any other I know how deeply and inextricably culture is today, in the era of globalization, embedded in economic circuits and political regimes. His provocative analyses of the function of culture in contexts throughout the Americas give us a new and powerful model for cultural studies."--Michael Hardt, coauthor of "Empire"

About the Author

George Yúdice is Professor of American Studies and Spanish and Portuguese Languages and Literatures and Director of the Center for Latin American and Caribbean Studies at New York University. He is the coauthor of *Cultural Policy* and coeditor of *On Edge: The Crisis of Contemporary Latin American Culture*.

Users Review

From reader reviews:

Michael Hilton:

As people who live in the actual modest era should be revise about what going on or data even knowledge to make these people keep up with the era and that is always change and make progress. Some of you maybe will certainly update themselves by reading books. It is a good choice for you but the problems coming to an individual is you don't know what type you should start with. This *The Expediency of Culture: Uses of Culture in the Global Era (Post-Contemporary Interventions)* is our recommendation to help you keep up with the world. Why, as this book serves what you want and need in this era.

Sherry Hansen:

The event that you get from *The Expediency of Culture: Uses of Culture in the Global Era (Post-Contemporary Interventions)* will be the more deep you excavating the information that hide in the words the more you get serious about reading it. It doesn't mean that this book is hard to recognise but *The Expediency of Culture: Uses of Culture in the Global Era (Post-Contemporary Interventions)* giving you buzz feeling of reading. The copy writer conveys their point in certain way that can be understood through anyone who read it because the author of this book is well-known enough. This specific book also makes your own personal vocabulary increase well. That makes it easy to understand then can go with you, both in printed or e-book style are available. We recommend you for having this kind of *The Expediency of Culture: Uses of Culture*

in the Global Era (Post-Contemporary Interventions) instantly.

Deanna Thompson:

Reading a guide tends to be new life style within this era globalization. With examining you can get a lot of information that could give you benefit in your life. Along with book everyone in this world could share their idea. Textbooks can also inspire a lot of people. Lots of author can inspire all their reader with their story or their experience. Not only situation that share in the books. But also they write about the ability about something that you need case in point. How to get the good score toefl, or how to teach children, there are many kinds of book that you can get now. The authors on this planet always try to improve their talent in writing, they also doing some study before they write on their book. One of them is this The Expediency of Culture: Uses of Culture in the Global Era (Post-Contemporary Interventions).

Amy Smith:

You can find this The Expediency of Culture: Uses of Culture in the Global Era (Post-Contemporary Interventions) by look at the bookstore or Mall. Just simply viewing or reviewing it might to be your solve problem if you get difficulties for ones knowledge. Kinds of this book are various. Not only through written or printed but in addition can you enjoy this book simply by e-book. In the modern era just like now, you just looking from your mobile phone and searching what your problem. Right now, choose your ways to get more information about your book. It is most important to arrange you to ultimately make your knowledge are still change. Let's try to choose correct ways for you.

Download and Read Online The Expediency of Culture: Uses of Culture in the Global Era (Post-Contemporary Interventions) By George Yúdice #8ABMEJ6TCWD

Read The Expediency of Culture: Uses of Culture in the Global Era (Post-Contemporary Interventions) By George Yúdice for online ebook

The Expediency of Culture: Uses of Culture in the Global Era (Post-Contemporary Interventions) By George Yúdice Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The Expediency of Culture: Uses of Culture in the Global Era (Post-Contemporary Interventions) By George Yúdice books to read online.

Online The Expediency of Culture: Uses of Culture in the Global Era (Post-Contemporary Interventions) By George Yúdice ebook PDF download

The Expediency of Culture: Uses of Culture in the Global Era (Post-Contemporary Interventions) By George Yúdice Doc

The Expediency of Culture: Uses of Culture in the Global Era (Post-Contemporary Interventions) By George Yúdice Mobipocket

The Expediency of Culture: Uses of Culture in the Global Era (Post-Contemporary Interventions) By George Yúdice EPub

8ABMEJ6TCWD: The Expediency of Culture: Uses of Culture in the Global Era (Post-Contemporary Interventions) By George Yúdice