

Cultural Studies
SS. 330.01 & SS.
300.02
Fall 2007

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Department of Social Science & Cultural Studies
Pratt Institute

Sessions II & III

The production of knowledge and social life



Haubourdin, The Seminar Church (Adolf Hitler, 1916)

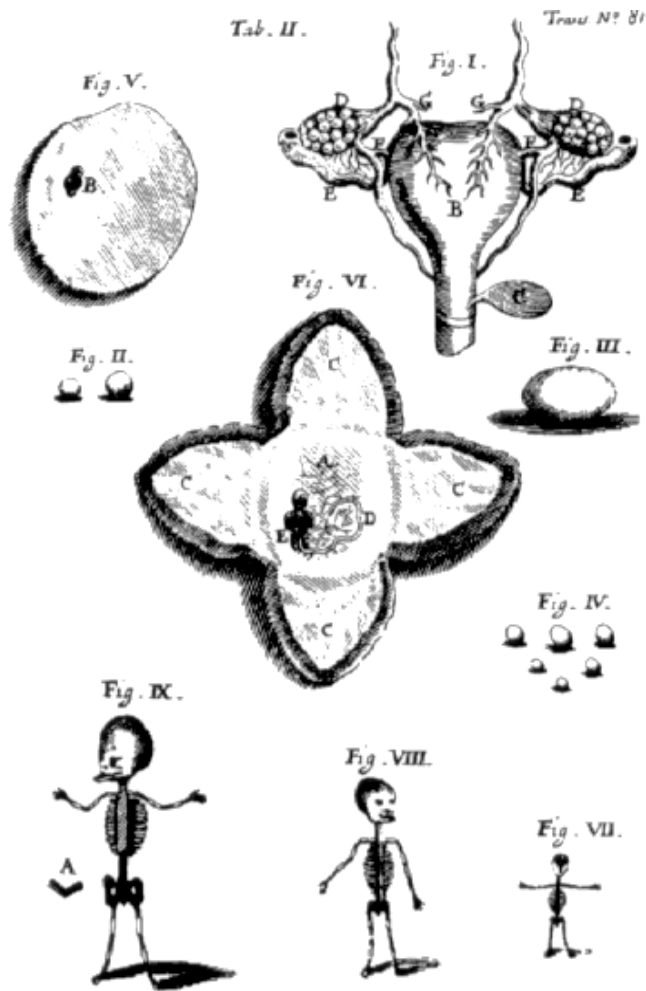


“Whenever art happens --- that is, whenever there is a beginning --- a thrust enters history, history either begins or starts over again. History means here not a sequence in time of events of whatever sort, however important. History is the transporting of a people into its appointed task as entrance into that people's endowment..... The origin of the work of art --- that is, the origin of both the creators and preservers, which is to say of a peoples historical existence, is art. This is so because art is by nature an origin: a distinctive way that truth comes into being, that it becomes historical. ---Martin Heidegger, “The Origins of the Work of Art” in *Poetry, Language, Thought*, 76-77.

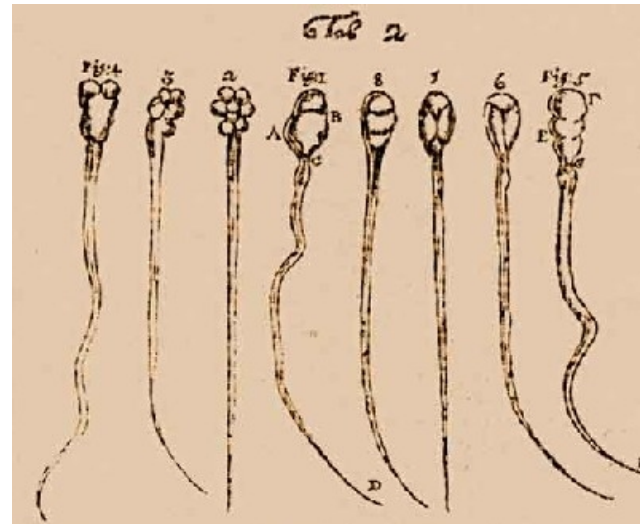
• **Enlightenment**

- “Enlightenment is man's release from his self-incurred tutelage. Tutelage s man's inability to make use of his understanding without direction from another. Self-incurred is this tutelage when its cause lies not in lack of reason but in lack of resolution and courage to use it without direction from another. Sapere aude! 'Have courage to use your own reason!'- that is the motto of enlightenment.” ---I. Kant --
“What is Enlightenment?”
- Reason
- Nature / Natural History
- the Individual
- Nations
- the Market and social contract
- Human Rights
- Universal History
- Progress
- The Sciences of Man, the human sciences, that comprise the disciplines that we know today.

Evolution before Darwin: the Homunculus



- Antonii Leeuwenhoek, (1719) *Epistolae ad Societatem Regiam Anglicam, et alios illustres viros seu Continuatio mirandorum Arcanorum Naturae detectorum, quadraginta Epistolis contentorum*. From one of the first investigators of what would become microbiology.



Linne's Classification of Human Varieties as given in the second edition of *Systema Naturae* (1740) .

Classis I QUADRUPEDIA

Ordo 1.

Anthropomorpha. *teeth* four fore-teeth, or none.

1. Homo. Know thyself.

Homo varieites:	Eurpaeus albus	Asiaticus fuscus
	Americanus rubescens	Africanus niger

1. **Primates**

foreteeth, upper 4, parallel

Pectoral mammae, binary

1. *Homo* know thyself

Sapiens

*Ferus**Americanus*

1. H. Diurnus; varying by culture and place on all fours, mute, hairy.

a. reddish, choleric, erect.

Hair black, straight, thick; *Nostrils* wide; *Face* harsh, *Beard* scanty.

Obstinate, merry, free.

Paints himself with fine red lines.

Regulated by customs.

Europaeus

b. white, sanguine, muscular

Hair flowing, long, *Eyes* blue.

Gentle, acute, inventive.

Covered with close vestments.

Governed by laws.

Asiactus

g. sallow, melancholy, stiff.

Hair black. *Eyes* dark*Severe*, haughty, avaricious.

Covered with loose garments.

Ruled by opinions.

Afer

d. black, phlegmatic, relaxed.

Hair black, frizzled. *Skin* silky. *Nose* flat. *Lips* tumid.Women without shame. *Mammae* lactate profusely.

Crafty, indolent, negligent.

Anoints himself with grease.

Governed by caprice.



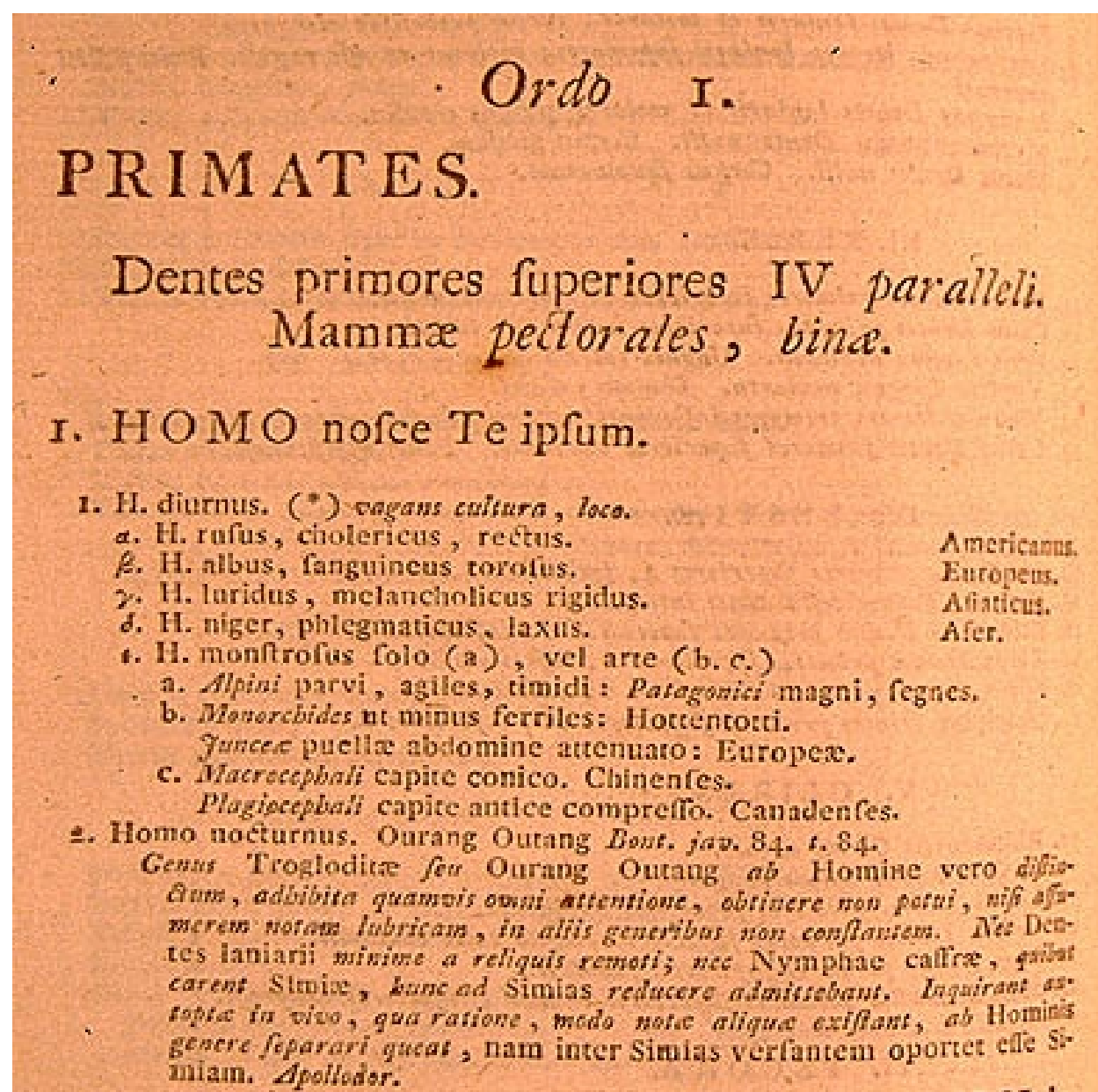
Monsterous

a. *Alpini* small, child-like, agile, fearful
Patagonici large, sluggish

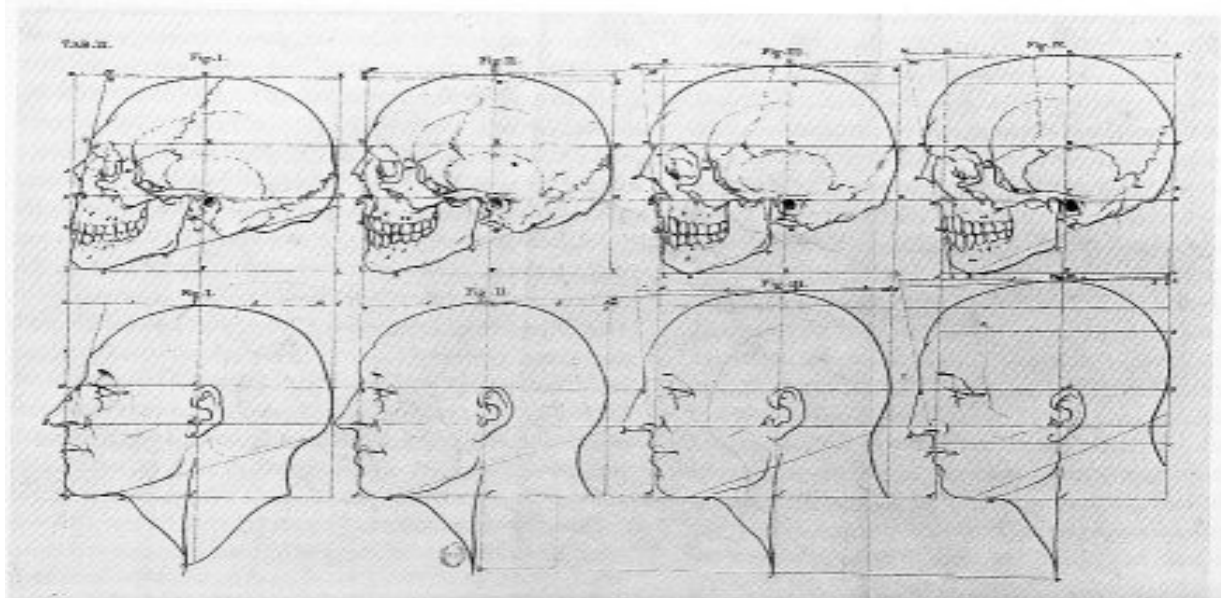
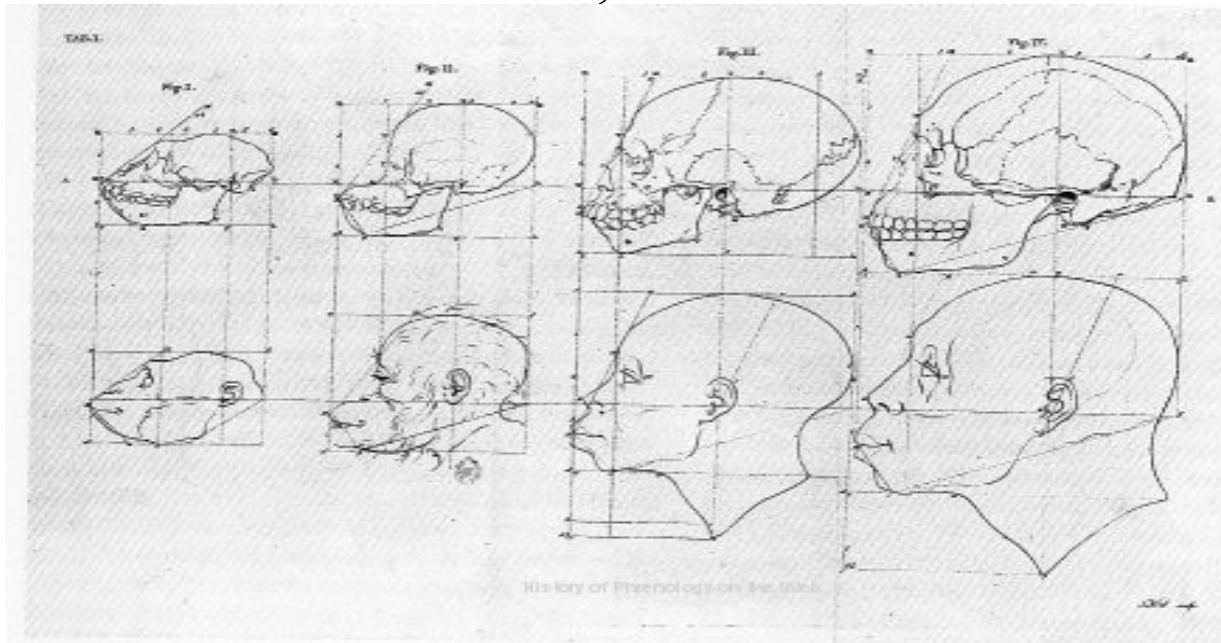
b. *Monorchides* little beasts: Huttentotti
Juncea girls with large belly: European

c. *Macrocephali* coneheads. China
Plagipcephali flatheads. Canada

Linne's fifth category from the 10th edition.



Petus Camper (1722-1789), *Dissertation sur les Varieties Naturelles... Works on the Connection between the Science of Anatomy and the Arts of Drawing, Painting, Scupture, etc.* Paris, 1791
London, 1821.





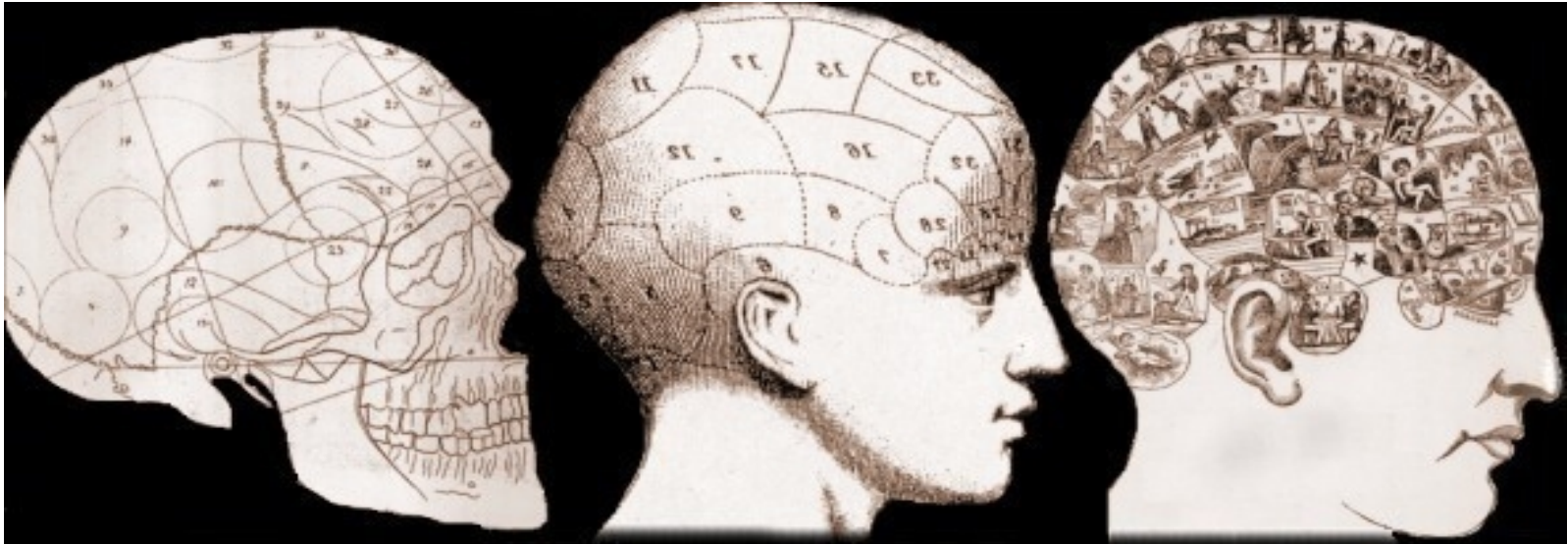
THE FIVE PRINCIPAL VARIETIES OF
THE HUMAN SPECIES

Johann Friedrich Blumenbach

Blumenbach's Classification, from *De generis humani varietate nativa*, 1781

Name	Geographical Location	Color	Characteristics
<i>Caucasian</i>	Europe, including Lapps, Northern Africa, America, Eskimo and Greenlanders derived from Lapps, Western Asia	White	Beautiful in form
<i>Mongolian</i>	Rest of Asia	Brownish/Olive	Straight face, narrow eyelids, scanty hair
<i>Ethiopian</i>	Africa excluding Northern Africa	Black	Muscular, prominent upper jaws, swelling lips, Upturned nose, very curly black hair
<i>American</i>	Non-European Americans	Copper	Broad nose, scanty hair, thin habit of body
<i>Malayan</i>	Southern Pacific	Very deep brown	Broad nose, thick hair

George Combe (1788-1858)



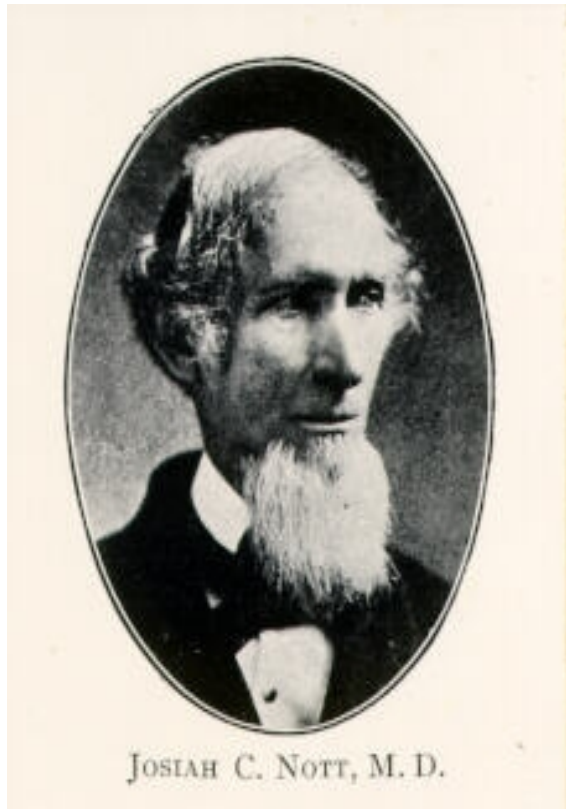
George Combe's *Constitution of Man* (1827) offers an anti-evangelical philosophy of progressive natural laws capable of serving as a guide to life and conduct. It was one of the most controversial and influential works of the nineteenth century, selling an astonishing 350,000 copies and remaining in print from 1828 until 1899. (In comparison, Darwin's *Origin of Species* sold only 50,000 copies.) Countless books, pamphlets and articles were written to oppose, condemn, praise, and especially to imitate it.

- Dr. Samuel G. Morton



- Moved away from Phrenology to develop craniology as the methodology for establishing the meaning of human diversity.
- Largest collection of skulls in the world.
- Reluctant to extend the Polygenic Theory

Josiah Nott



Josiah Nott: an expert on Yellow Fever, Nott became one of the most noted exponents of Morton's work. Nott was the principle editor of *Types of Mankind*, as well as the author of important polygenic essays. He then published the first American translation of Gobineau's *Essai sur l'Inégalité des Races Humaines* (*Essay on the Inequality of the Human Races*).

From Nott and Gliddon *Types of Mankind* (1856)

FIG. 339. — Apollo Belvidere.⁵⁵³



FIG. 340.⁵⁵⁶



Greek.

FIG. 345.⁵⁶⁹



Orang-Outan.

FIG. 346.⁵⁶¹

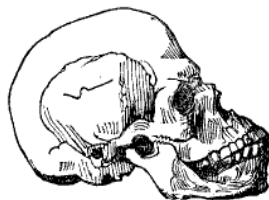


Hottentot Wagoner — Caffre War.

FIG. 341. — Negro.⁵⁵⁴



FIG. 342.³⁵⁷



Creole Negro.

FIG. 347.⁵⁶⁰



Chimpanzee.

FIG. 348.⁵⁶²



Hottentot from Somerset.

FIG. 343. — Young Chimpanzee.⁵⁵⁵



FIG. 344.⁵⁵⁸



Young Chimpanzee.

FIG. 349.



Mobile Negro, 1853.

FIG. 350.



Mobile Negro, 1853.

FIG. 351.

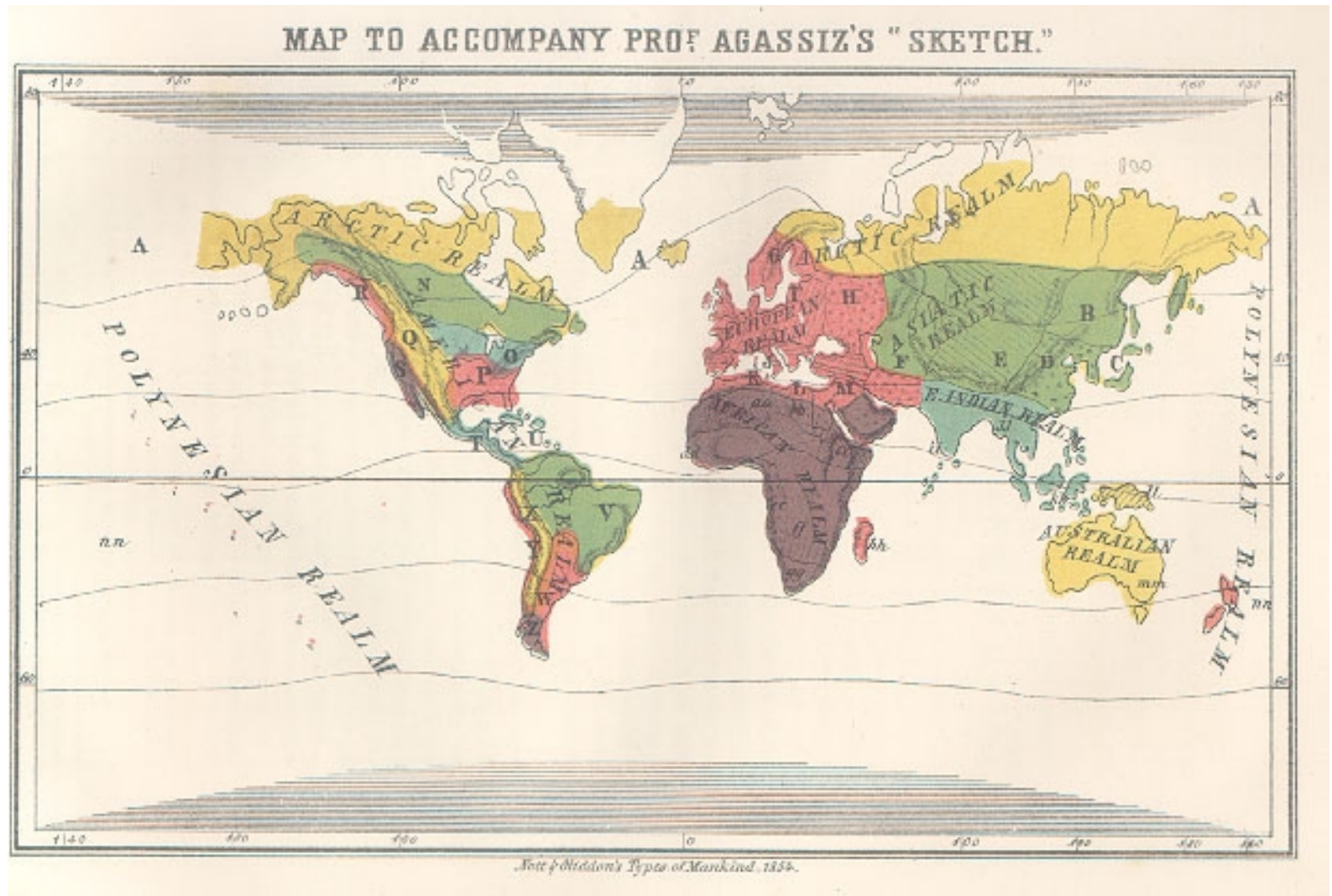
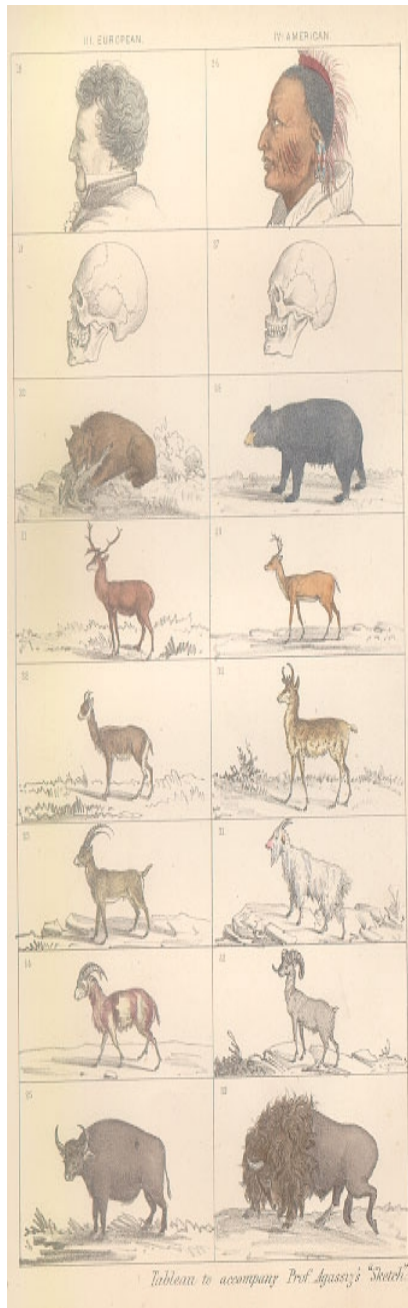


Negro, 3200 years old [*supra*, pp. 250-251].

FIG. 352.



Nubian, 3200 years old.





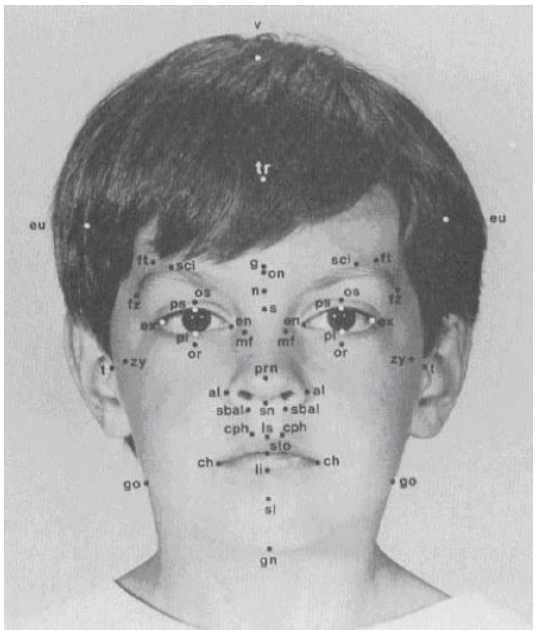
Von Luschan *Chromatic Scale*
c.1890

Whether primeval man, when he possessed but a few arts, and those of the rudest kind, and when his power of language was extremely imperfect, would have deserved to be called man, must depend on the definition which we employ. In a series of forms graduating insensibly from some ape-like creature to man as he now exists, it would be impossible to fix on any definite point where the term 'man' ought to be used. But this is a matter of very little importance. So again, it is almost a matter of indifference whether the so-called races of man are thus designated, or are ranked as species or subspecies; but the latter term appears the more appropriate. Finally, we may conclude that when the principle of evolution is generally accepted, as it surely will be before long, the dispute between the monogenists and the polygenists will die a silent and unobserved death.

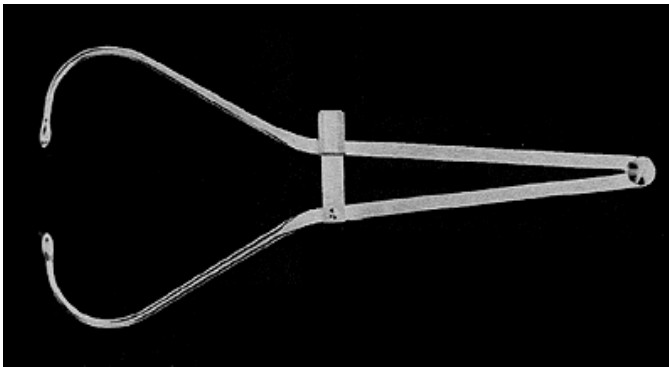
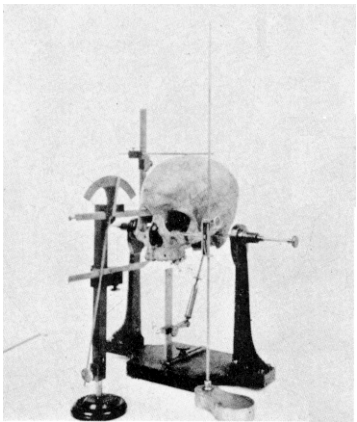
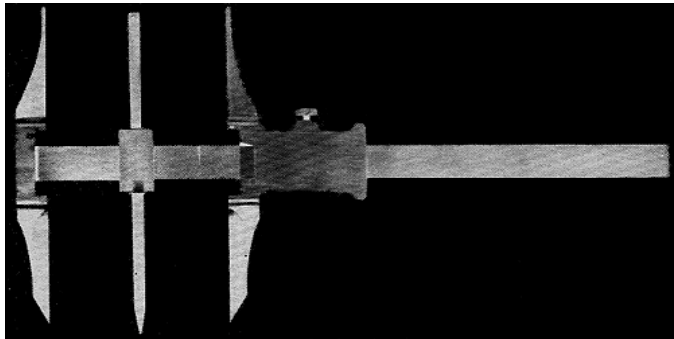
---Charles Darwin, *Descent of Man*. While Nott saw in the *Origin of Species* the repudiation of the polygenic theory--- and he gracefully accepted defeat--- he nonetheless appreciated it as a "capital dig at the parsons" Stanton, *Leopard's Spot's*, 175.



Archiv zur Geschichte der Max-Planck-Gesellschaft, Berlin-Dahlem. Noncommercial, educational use only.



Special Collections, University of Tennessee, Knoxville. Noncommercial, educational use only.



Joseph Conrad Heart of Darkness

"The old doctor felt my pulse, evidently thinking of something else the while. 'Good, good for there,' he mumbled, and then with a certain eagerness asked me whether I would let him measure my head. Rather surprised, I said Yes, when he produced a thing like calipers and got the dimensions back and front and every way, taking notes carefully. He was an unshaven little man in a threadbare coat like a gaberdine, with his feet in slippers, and I thought him a harmless fool. 'I always ask leave, in the interests of science, to measure the crania of those going out there,' he said. 'And when they come back, too?' I asked. 'Oh, I never see them,' he remarked; 'and, moreover, the changes take place inside, you know.' He smiled, as if at some quiet joke. 'So you are going out there. Famous. Interesting, too.' He gave me a searching glance, and made another note. 'Ever any madness in your family?' he asked, in a matter-of-fact tone. I felt very annoyed. 'Is that question in the interests of science, too?' 'It would be,' he said, without taking notice of my irritation, 'interesting for science to watch the mental changes of individuals, on the spot, but . . . ' 'Are you an alienist?' I interrupted. 'Every doctor should be -- a little,' answered that original, imperturbably. 'I have a little theory which you messieurs who go out there must help me to prove. This is my share in the advantages my country shall reap from the possession of such a magnificent dependency. The mere wealth I leave to others. Pardon my questions, but you are the first Englishman coming under my observation . . . ' I hastened to assure him I was not in the least typical. 'If I were,' said I, 'I wouldn't be talking like this with you.' 'What you say is rather profound, and probably erroneous,' he said, with a laugh. 'Avoid irritation more than exposure to the sun. Adieu. How do you English say, eh? Good-bye. Ah! Good-bye. Adieu. In the tropics one must before everything keep calm.' . . . He lifted a warning forefinger. . . . 'DU CALME, DU CALME. ADIEU.'

NEGROID SANE CRIMINALS AND NEGROID CIVIL INSANE

MOSAIC OF METRIC DIFFERENCES

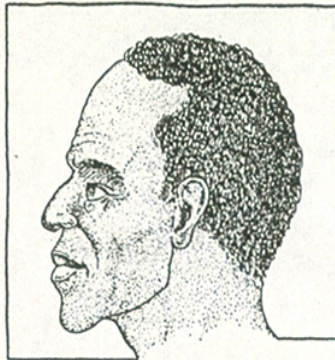


Criminal

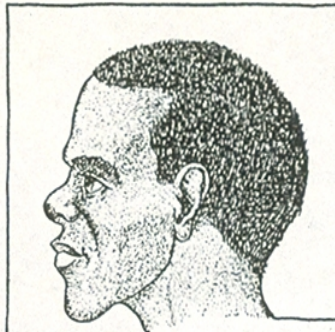


Civil Insane

CRIMINALS
Shorter, broader, higher heads
Lighter skin color
More woolly, less frizzly hair
Higher, wider and more sloping foreheads
Thicker eyebrows
Longer, narrower faces and noses
Shorter ears
Less pronounced antihelices
Less rolled helices
Slightly lighter eyes
Less pigmented sclerae
More inner eyefolds
Higher eye-openings
Smaller brow ridges
Higher, narrower nasal roots, higher bridges
More downward inclined septa
Thinner nasal tips
Thicker integumental and membranous lips
More pronounced lip seams
Broader jaws, less chin prominence
More pointed chins, more prominent malars and jaw angles
Fuller cheeks, more wrinkles
More prognathism



Criminal



Civil Insane

Courtesy of Garland Allen, Ph.D. Noncommercial, educational use only.

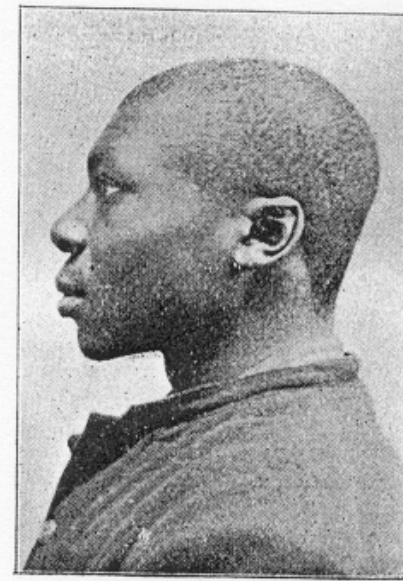
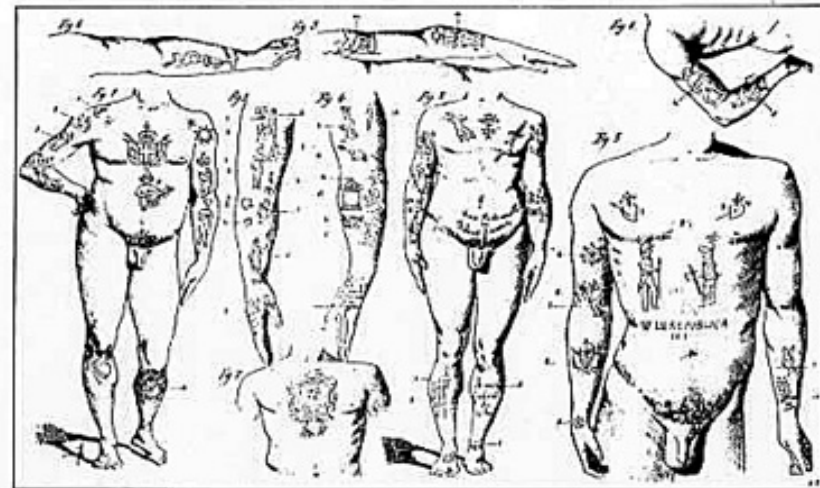


FIG. 21. COLOURED CRIMINAL YOUTH.



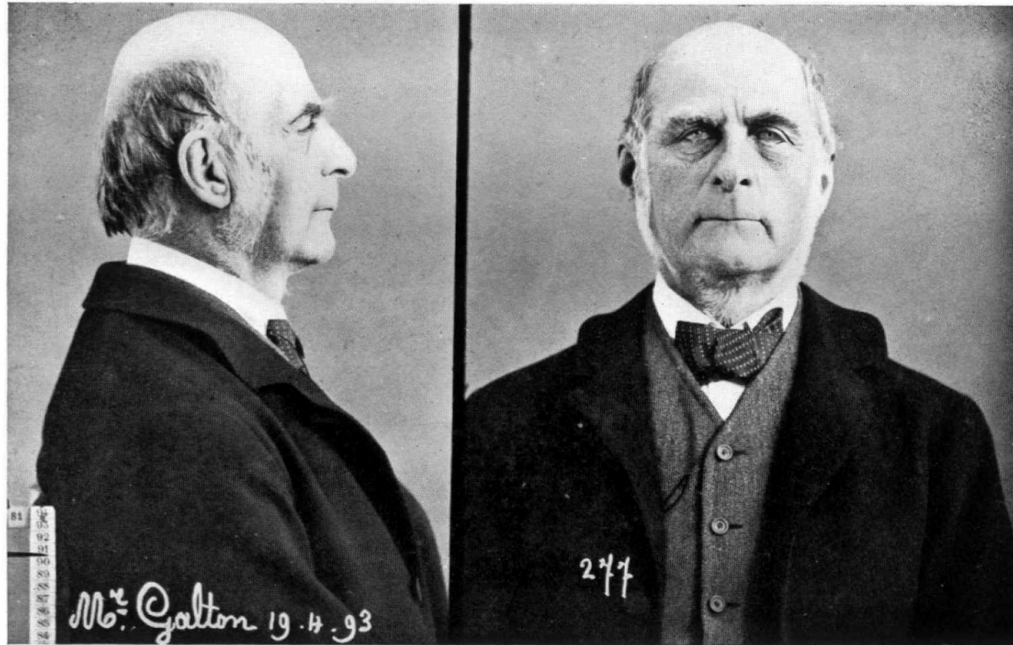
TATOUAGES DE CRIMINELS.

G. Lushington - Prisoner criminal.

PL. XXXIX

Taille 1 ^m	Long ^r	Pied g.	N° de cl.	Agé de
Voûte	Larg ^r	Médus g.	Aur ¹	né le
Enverg 1 ^m	Long ^r	Auric ¹ g.	Pér ¹	a
Buste 0,	Larg ^r	Coudée g.	Part ¹	dép ^t
				Âge app ^t

(Réduction photographique 1/7.)



Front.	Inclin ^a	Sez.	Racine (cavité)	Oreille droite.	Bord. o. s. p. f.	Barbe	Color ^a (pig ¹)		
	Haut ^r		Dos		Base	Lob. c. a. m. d.	Cheveux	Color ^a /sang ^a	
	Larg ^r		Haut ^r		Saillie.	Larg ^r	A. trg. i. p. r. d.	Car	Ceint.
	Part ¹		l		l	Pli. f. s. h. E	Autres traits caractéristiques :		
			Part ¹		Part.	Sig ^t dressé par M.			

EUGENICS

"IS THE STUDY OF THE AGENCIES UNDER SOCIAL CONTROL, THAT IMPROVE OR IMPAIR THE RACIAL QUALITIES OF FUTURE GENERATIONS EITHER PHYSICALLY OR MENTALLY."

SIR FRANCIS GALTON.

Truman State University. Noncommercial, educational use only.





THE GUARDIAN ANGEL.

Nature's Secrets Revealed

SCIENTIFIC KNOWLEDGE OF THE LAWS OF SEX LIFE and HEREDITY OR EUGENICS

Vital Information for the Married and Marriageable of All Ages;
a Word at the Right Time to the Boy, Girl, Young Man,
Young Woman, Husband, Wife, Father and Mother;
Also, Timely Help, Counsel and Instruction
for Every Member of Every Home

TOGETHER WITH IMPORTANT HINTS ON
SOCIAL PURITY, HEREDITY,
PHYSICAL MANHOOD AND WOMANHOOD
BY NOTED SPECIALISTS

Embracing a Department on Ethics of the Unmarried
by

PROFESSOR T. W. SHANNON, A. M.
*International Lecturer, Editor Eugenic Department, Uplift Magazine, President Single
Standard Eugenic Movement, Author of Self-Knowledge, Perfect Manhood,
Perfect Womanhood, Heredity Explained, Guide to Sex Instruction, etc.*

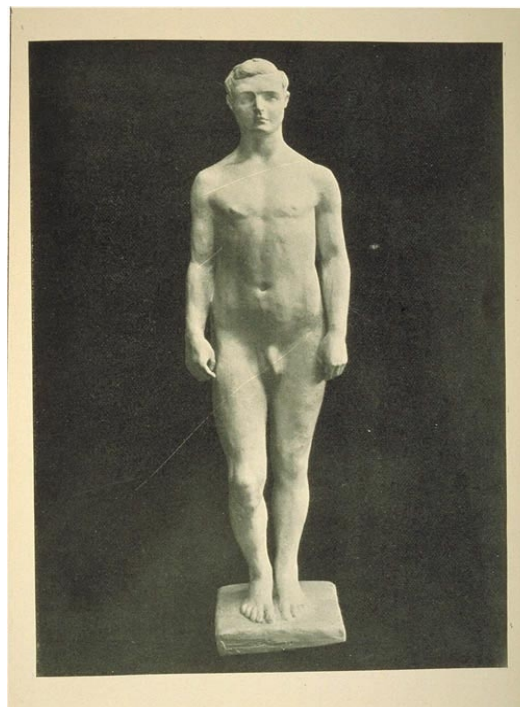
INTRODUCED BY
BISHOP SAMUEL FALLOWS, D. D., LL. D.

MEDICAL DEPARTMENT BY
W. J. TRUITT, M. D.
*Formerly Associate Professor of Obstetrics, National Medical College, Chicago,
Assisted by Calculated Speculation*

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1914



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TYPES OF ALIENS AWAITING ADMISSION AT ELLIS ISLAND STATION.

National Park Service: Statue of Liberty National Monument

Eugenics Records Office, Cold Spring Harbor Laboratory, N.Y. c. 1913



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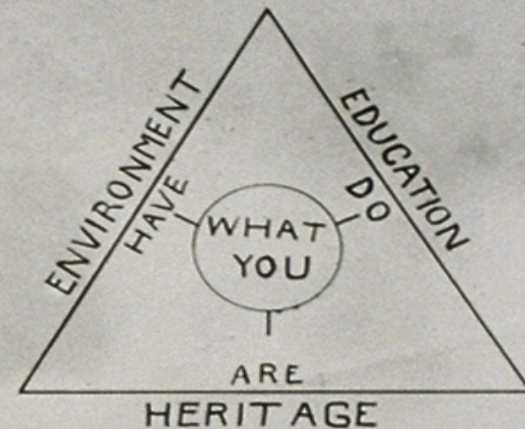
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From a Eugenics Exhibition

UNFIT HUMAN TRAITS
SUCH AS FEEBLEMINDEDNESS
EPILEPSY, CRIMINALITY,
INSANITY, ALCOHOLISM,
PAUPERISM AND MANY OTHERS,
RUN IN FAMILIES AND ARE
INHERITED IN EXACTLY THE
SAME WAY AS COLOR IN
GUINEA-PIGS. IF **ALL**
MARRIAGES WERE **EUGENIC**
WE COULD **BREED OUT**
MOST OF THIS UNFITNESS
IN **THREE GENERATIONS.**

THE TRIANGLE OF LIFE



YOU CAN IMPROVE YOUR *EDUCATION*,
AND EVEN CHANGE YOUR ENVIRONMENT;
BUT WHAT YOU REALLY **ARE** WAS ALL
SETTLED WHEN YOUR PARENTS WERE
BORN.
SELECTED PARENTS WILL HAVE
BETTER CHILDREN **THIS**
IS THE GREAT AIM OF **EUGENICS**

MARRIAGES.— FIT AND UNFIT

1. PURE + PURE:—

CHILDREN NORMAL

2. ABNORMAL + ABNORMAL:—

CHILDREN ABNORMAL

3. PURE + ABNORMAL:—

CHILDREN NORMAL BUT TAINTED;
SOME GRANDCHILDREN ABNORMAL.

4. TAINTED + ABNORMAL:—

CHILDREN $\frac{1}{2}$ NORMAL BUT TAINTED
 $\frac{1}{2}$ ABNORMAL

5. TAINTED + PURE:—

CHILDREN: $\frac{1}{2}$ PURE NORMAL
 $\frac{1}{2}$ NORMAL BUT TAINTED

6. TAINTED + TAINTED

CHILDREN: OF EVERY FOUR, 1 ABNORMAL
1 PURE NORMAL, AND 2 TAINTED.

* PURE NORMAL AND TRANSMITTING ONLY NORMAL.

TAINTED NORMAL BUT CAN TRANSMIT ABNORMALITY.

ABNORMAL SHOWING THE ABNORMALITY.

HOW LONG

ARE WE AMERICANS TO
BE SO CAREFUL FOR THE
PEDIGREE OF OUR PIGS
AND CHICKENS AND
CATTLE,— AND THEN
LEAVE THE ANCESTRY
OF OUR CHILDREN
TO CHANGE, OR TO
"BLIND" SENTIMENT?

This light flashes every 5 seconds

Every 5 seconds \$100 of your money goes for the care of persons with bad heredity such as the insane feeble-minded criminals & other defectives

Some people are born to be a burden on the rest.

This light flashes every 16 seconds

Every 16 seconds a person is born in the United States.



Pittier Families
CONTEST

EASTERN STATE UNIVERSITY

This light flashes every 7 minutes

Every 7 minutes a high grade person is born in the United States will have ability to do creative work & be fit for leadership. About 4% of all Americans come within this class

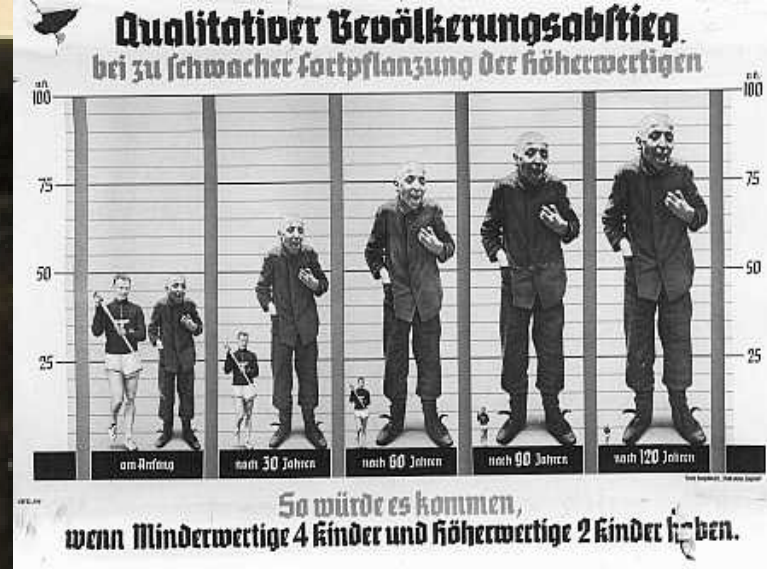
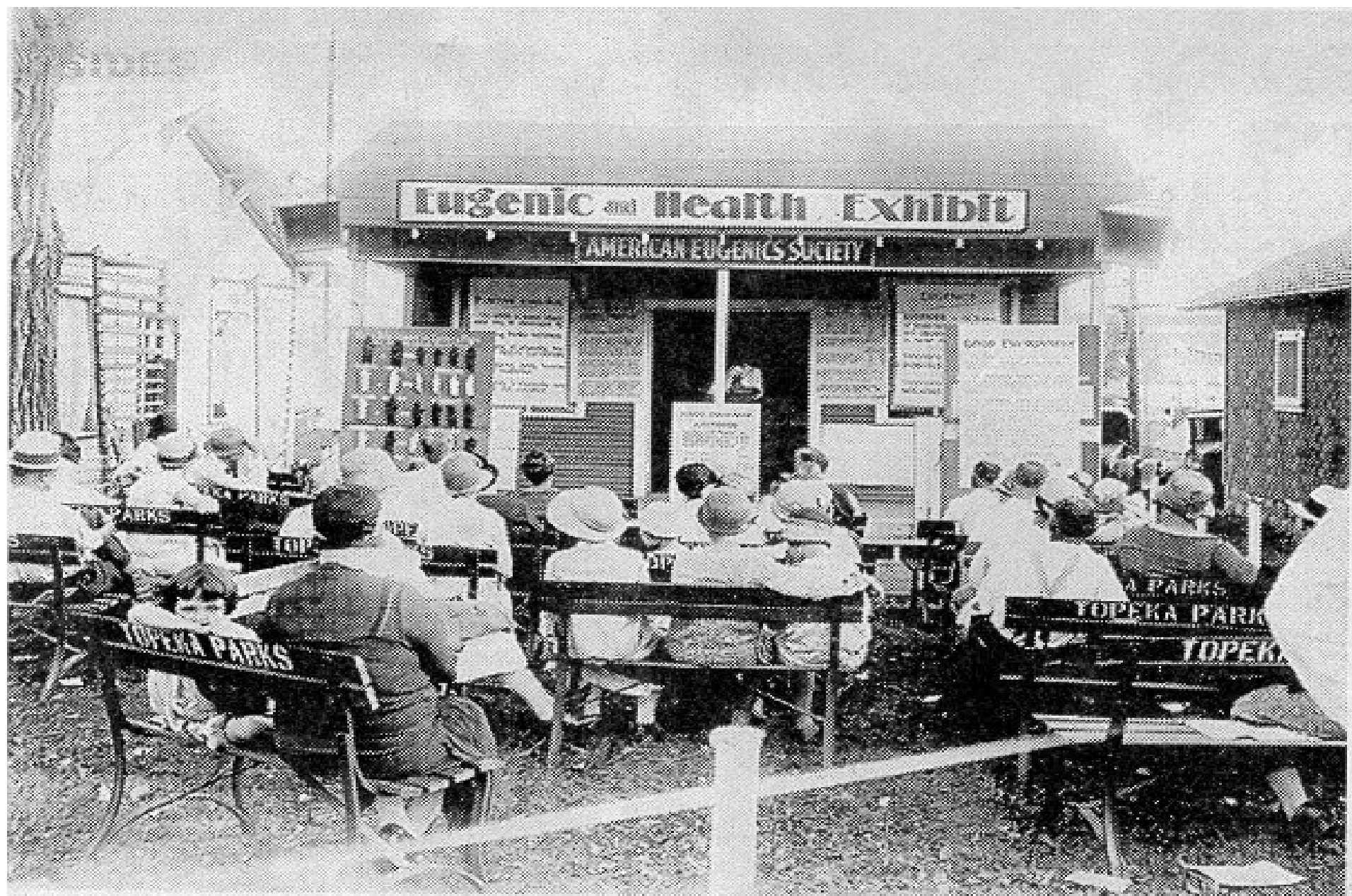




Image courtesy of the American Philosophical
Society



American Philosophical Society, Philadelphia

A eugenics exhibit at the Kansas State Free Fair in 1929, from "Perfecting Mankind," at the International Center of Photography.

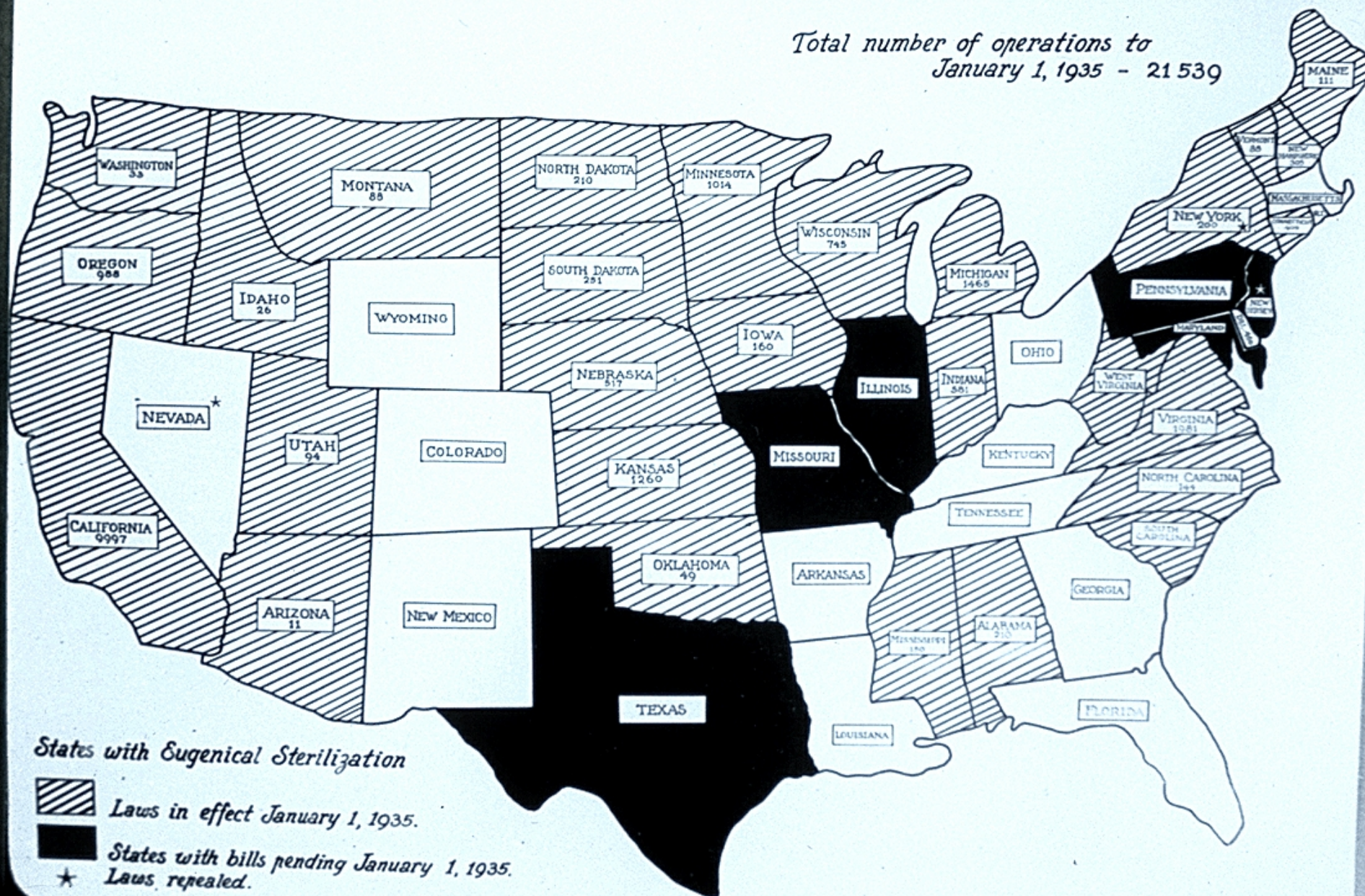
STATE CRITERIA FOR LEGAL EUGENICAL STERILIZATION

STATE	TYPE OF PATIENT
Alabama	"Feeble-minded."
Arizona	"Inmates of Hospital for Insane."
California	"Feeble-minded, habitual criminals, insane, idiots, mental defectives."
Connecticut	"Feeble-minded, insane, idiots, imbeciles and those with inherited tendency to crime."
Delaware	"Mentally defectives, insane, feeble-minded or epileptic persons."
Idaho	"Feeble-minded, insane, epileptics, habitual criminals, morally degenerate persons."
Indiana	"Hereditary insane, feeble-minded or epileptic."
Iowa	"Feeble-minded, insane, syphilitic, habitual criminals, morally degenerate persons."
Kansas	"Feeble-minded, insane, habitual criminals."
Maine	"Feeble-minded."
Michigan	"Mentally defectives, insane."
Minnesota	"Feeble-minded, insane."
Mississippi	"Persons with hereditary form of insanity, feeble-mindedness, idiocy, epilepsy."
Montana	"Feeble-minded, insane, epileptic."
Nebraska	"Insane and feeble-minded."
New Hampshire	"Feeble-mindedness or certain forms of other mental diseases."
North Carolina	"Mentally defective persons."
North Dakota	"Feeble-minded, insane, epileptic, habitual criminals, moral degenerates and sexual perverts."
Oklahoma	"Habitual criminals, hereditary feeble-minded, insane, idiots, imbeciles, epileptics."
Oregon	"Feeble-minded, insane, epileptic, habitual criminals, moral degenerates and sexual perverts."
South Carolina	"Hereditary form of insanity, idiocy, imbecility, feeble-mindedness or epilepsy."
South Dakota	"Feeble-minded."
Utah	"Habitual criminals, insane, idiots, imbeciles, feeble-minded, or epileptics."
Vermont	"Prevent procreation of idiots, imbeciles, feeble-minded or insane persons."
Virginia	"Hereditary insanity, idiocy, imbecility, feeble-mindedness or epilepsy."
Washington	"Feeble-minded, insane, epileptic, habitual criminals, moral degenerates and sexual perverts."
West Virginia	"Insanity, imbecility, epilepsy, idiocy, feeble-mindedness."
Wisconsin	"Insane, feeble-minded, epileptic and criminal persons."

LEGISLATIVE STATUS OF EUGENICAL STERILIZATION IN THE UNITED STATES

AND THE TOTAL NUMBER OF OPERATIONS BY EACH STATE TO JANUARY 1, 1935.

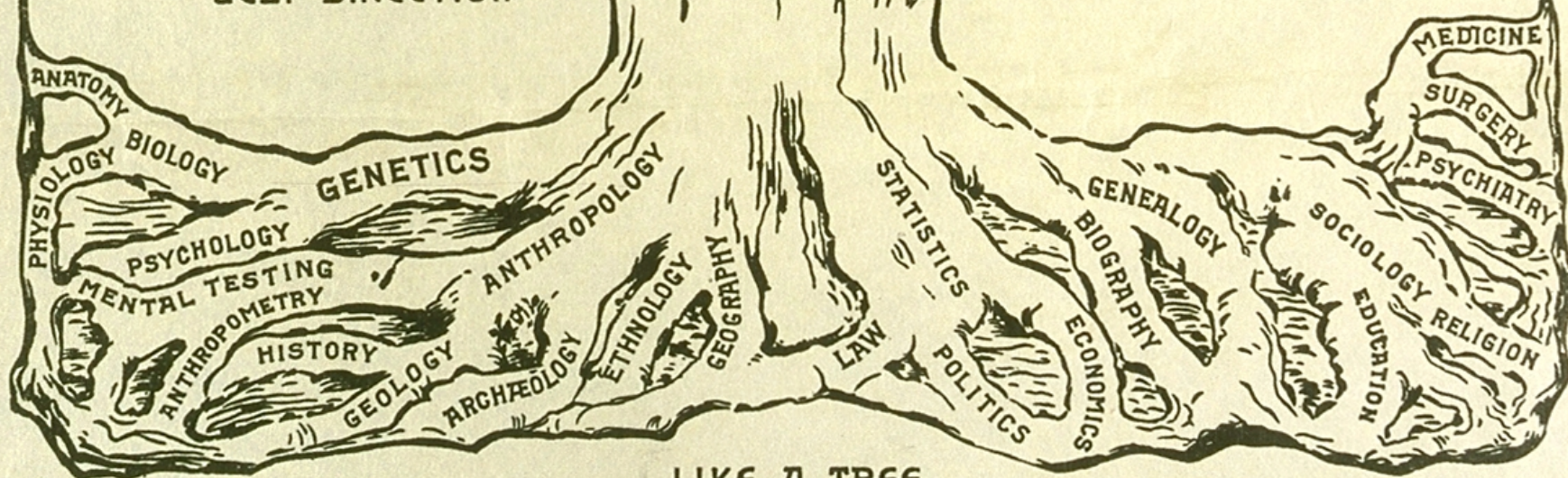
*Total number of operations to
January 1, 1935 - 21 539*



EUGENICS

EUGENICS IS THE
SELF DIRECTION

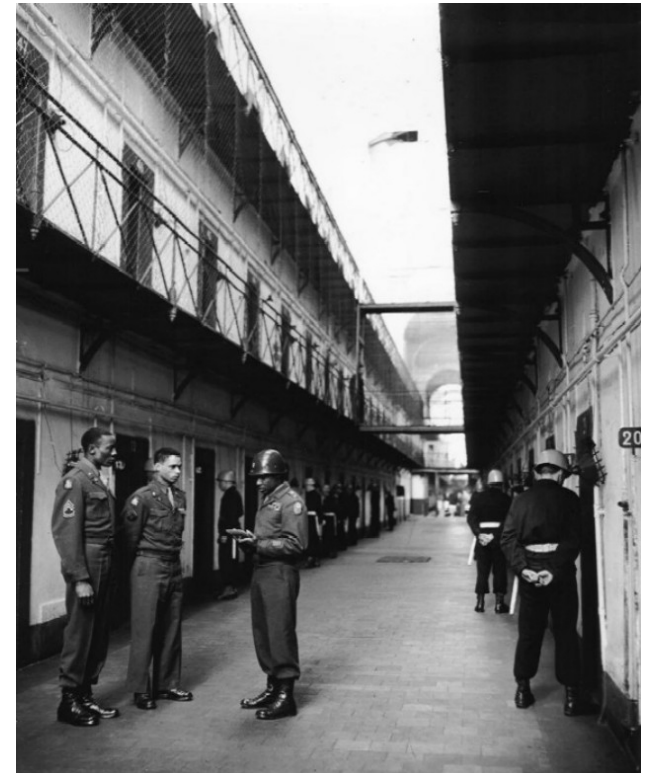
OF HUMAN EVOLUTION



LIKE A TREE

EUGENICS DRAWS ITS MATERIALS FROM MANY SOURCES AND ORGANIZES
THEM INTO AN HARMONIOUS ENTITY.

- Michael Wood *Hitler's Search for the Holy Grail*



McKim in his book *Heredity and Social Progress* declares we must eliminate the degenerate by a humane and painless death --- have some pleasant lethal chamber into which they may be introduced, lie down to happy dreams and never awaken. It is not worth while discussing that, not even as an academic discussion, it is so tremendously far way. -Alexander Johnson, “Race Improvement by Control of Defectives (Negative Eugenics)” *Annals of the American Academy of Political Science and Social Science*, July 1909.

A communication to the German Society of Anthropology during the past winter invokes the attention of all persons interested in science to the importance of making use of the opportunities for ethnological research furnished by the war between France and Germany; and the author, while acknowledging the difficulty of attending to such matters during military operations, expresses his earnest hope that every possible effort may be made to secure a good series of skulls and brains of the African tribes brought by France into the conflict, and especially those of the Turcos. We have not yet heard to what extent this suggestion was heeded by those who had the opportunity.

Journal of the Anthropological Institute of New York, 1871-1872. Vol. 1.
New York: Westerman & Co



DOCUMENT NO. N O-085 - a
CONTINUED

Feb. 1944 ?

(page 2 of original)

Subject: Securing skulls of Jewish-Bolshevik Commissars for the purpose of scientific research at the Strassburg Reich University. (Reichsuniversitaet Strassburg)

There exist extensive collections of skulls of almost all races and peoples (Voelkern). Of the Jewish race, however, only so very few specimens of skulls stand at the disposal of science that a study of them does not permit precise conclusions. The war in the East now presents us with the opportunity ^{to}/remedy this shortage. By procuring the skulls of the Jewish Bolshevik Commissars, who personify a repulsive, yet characteristic subhumanity, we have the opportunity of obtaining tangible, scientific evidence.

The actual obtaining and collecting of these skulls without difficulty could be best accomplished by a directive issued to the Wehrmacht in the future ^{to}/immediately turn over alive all Jewish Bolshevik Commissars to the field M.P. ("Feldpolizei"). The field M.P. (Feldpolizei) in turn is to be issued special directives to continually inform a certain office of the number and place of detention of these captured Jews and to guard them well until the arrival of a special deputy. This special deputy, commissioned with the collection of the material (a junior physician attached to the Wehrmacht or even the Field M.P., or a medical student equipped with car and driver), is to take a prescribed series of photographs and anthropological measurements, and is to ascertain, in so far as is possible, the origin, date of birth, and other personal data of the prisoner. Following the subsequently induced death of the Jew, whose head must not be damaged, he will separate the head from the torso and will forward it to its point of destination in a preservative fluid within ⁱⁿ/well-sealed tin container especially made for this purpose. On this basis of the photos, the

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The Context of Cultural Studies



- The end of the Old World and the belief in progress: the “dialectic of Enlightenment”
- Decline of the traditional disciplines and systems of knowledge
- Conflicts of cultural production, identity, representation, & power/knowledge
- The Cold War, the emergence of an “organized” Right & of “wars without end.”

The Context of Cultural Studies



- Cultural Studies was not Anthropology or Sociology. It did not seek out the “exotic,” nor seek to produce knowledge for governing, but to examine how the exotic was constructed, and how knowledge & culture can be technologies of social order.
- “...cultural studies... seeks to transgress the boundaries between the humanities and the sciences, and even to transcend the boundaries of formal academic sites. At its best, cultural studies is not interdisciplinary, it is antidisiplinary.” ---Stanley Aronowitz, *Roll Over Beethoven: the Return of Cultural Strife*, 8.

Genealogy of Cultural Studies I: Critical Theory and the Frankfurt School

Frankfurt School

Max Horkheimer philosophy/ social theory/ history

Theodor Adorno philosophy/ music/sociology

Herbert Marcuse philosophy/ history of technology/ psychoanalysis

Wilhem Reich psychoanalysis

Eric Fromm psychoanalysis/ philosophy

Friedrich Pollock history/ economics (state capitalism)

Leo Lowenthal literary history, art, media and propaganda

Walter Benjamin philosophy/ history/ cultural critique/ surrealism
(was not an official member of the Institute, but was close to them,
especially Adorno. Friend of Klee, Breton, Brecht, etc.)



- What is culture? “Life as it is lived,” which is for us profoundly shaped by the Enlightenment and history of capitalism.
- Critique of the family, the state, and of Enlightenment
- Film, Radio (later TV as well) and propaganda
- Music
- Power and authority
- Opposed orthodox Marxism, hence the term *Critical Theory*

Ludwig Feuerbach on the Fetish

- Religion is the dream of the human mind. But even in dreams we do not find ourselves in emptiness or in heaven, but on earth, in the realm of reality; we only see real things in the entrancing splendour of imagination and caprice, instead of in the simple daylight of reality and necessity. Hence I do nothing more to religion – and to speculative philosophy and theology also – than to open its eyes, or rather to turn its gaze from the internal towards the external, i.e., I change the object as it is in the imagination into the object as it is in reality....
- Man cannot transcend his true nature. He may indeed by means of the imagination conceive individuals of another so-called higher kind, but even then he can never get loose from his species and his nature. The specific distinctions... which he attributes to these higher individuals, are always drawn from man's own nature --- qualities in which, actually, man images and projects himself. Feuerbach, *The Essence of Christianity*, 1841.

Commodities -- Marx

- The wealth of societies in which the capitalist mode of production prevails appears as an 'immense collection of commodities'.... A commodity appears at first sight an extremely obvious, trivial thing. But its analysis brings out that it is a very strange thing, abounding in metaphysical subtleties and theological niceties.... The mysterious character of the commodity-form consists therefore simply in the fact that the commodity reflects the social characteristics of men's own labour as objective characteristics of the products of labour themselves, as the socio-natural properties of these things. Hence it also reflects the social relations of the producers.... The commodity form... is nothing but the definite social relation between men themselves which assumes here, for them, the fantastic form of a relation between things. In order, therefore to find an analogy we must take flight into the misty realm of religion. There the products of the human brain appear as autonomous figures endowed with a life of their own, which enter into relations both with each other and with the human race. So it is in the world of commodities with the products of men's hands. I call this the fetishism which attaches itself to the products of labor as soon as they are produced as commodities, and is therefore inseparable from the production of commodities.

• ---Karl Marx, *Capital* Vol I. 163-165.

Joseph Conrad

“An Outpost of Progress”

They lived like blind men in a large room, aware only of what came in contact with them (and of that only imperfectly), but unable to see the general aspect of things. The river, the forest, all the great land throbbing with life, were like a great emptiness. Even the brilliant sunshine disclosed nothing intelligible. Things appeared and disappeared before their eyes in an unconnected and aimless kind of way. The river seemed to come from nowhere and flow nowhither. It flowed through a void. Out of that void, at times, came canoes, and men with spears in their hands would suddenly crowd the yard of the station. They were naked, glossy black, ornamented with snowy shells and glistening brass wire, perfect of limb. They made an uncouth babbling noise when they spoke, moved in a stately manner, and sent quick, wild glances out of their startled, never-resting eyes. Those warriors would squat in long rows, four or more deep, before the verandah, while their chiefs bargained for hours with Makola over an elephant tusk. Kayerts sat on his chair and looked down on the proceedings, understanding nothing. He stared at them with his round blue eyes, called out to Carlier, "Here, look! look at that fellow there--and that other one, to the left. Did you ever such a face? Oh, the funny brute!"

Carlier, smoking native tobacco in a short wooden pipe, would swagger up twirling his moustaches, and surveying the warriors with haughty indulgence, would say--

"Fine animals. Brought any bone? Yes? It's not any too soon. Look at the muscles of that fellow third from the end. I wouldn't care to get a punch on the nose from him. Fine arms, but legs no good below the knee. Couldn't make cavalry men of them." And after glancing down complacently at his own shanks, he always concluded: "Pah! Don't they stink! You, Makola! **Take that herd over to the fetish**" (the storehouse was in every station called the fetish, perhaps because of the spirit of civilization it contained) "and give them up some of the rubbish you keep there. I'd rather see it full of bone than full of rags." (1898)

Commodities and Art – Horkheimer & Adorno

- “For Consumers the use value of art, its essence, is a fetish, and the fetish --- the social valuation which they mistake for the merit of works of art --- becomes its only use use, the only quality they enjoy. In this way the commodity character of art disintegrates just as it is fully realized. Art becomes a species of commodity, worked up and adopted to industrial production, saleable and exchangeable....” ----Horkheimer and Adorno, *Dialectic of Enlightenment*, 128-129.

Commodities and Politics

Horkheimer & Adorno

- The public should rejoice that there is so much to see and hear. And indeed, everything is to be had. The 'screenos' and cinema vaudevilles, the competitions in recognizing musical extracts, the free magazines, rewards, and gift articles handed out to the listeners of certain radio programs are not mere accidents, but continue what is happening to the culture products themselves. The symphony is becoming the prize for listening to the radio at all, and if the technology had its way the film would already be delivered to the apartment on the model of the radio. It is moving towards the commercial system. Television points the way to a development which easily enough could push the Warner brothers into the doubtless unwelcome position of little theater performers and cultural conservatives. However, the pursuit of prizes has already left its imprint on consumer behavior. Because culture presents itself as a bonus, with unquestioned private and public benefits, its reception has become a matter of taking one's chances. The public crowds forward for fear of missing something. What that might be is unclear, but at any rate, only those who join in have any chance. Fascism, however, hopes to reorganize the gift-receivers trained by the culture industry into its enforced adherents.

- ---Horkheimer and Adorno, *Dialectic of Enlightenment*, 130-131.

The Context of Cultural Studies



“A Klee painting named ‘Angelus Novus’ shows an angel looking as though he is about to move away from something he is fixedly contemplating. His eyes are staring, his mouth is open, his wings are spread. This is how one pictures the angel of history. His face is turned toward the past. Where we perceive a chain of events, he sees one single catastrophe which keeps piling wreckage upon wreckage and hurls it in front of his feet. The angel would like to stay, awaken the dead, and make whole what has been smashed. But a storm is blowing in from Paradise; it has got caught in his wings with such violence that the angel can no longer close them. This storm irresistibly propels him into the future to which his back is turned, while the pile of debris before him grows skyward. This storm is what we call progress.”

----Walter Benjamin, *Theses on the Philosophy of History*, IX (1940)



End

Session Two

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Cultural Studies

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Fall 2007

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End Session III

