British youth cultural studies and the moments of Gramsci

10 November, 10-12 am
Room 205, Frescati hagväg 24, Frescati hage

Steve’s paper examines the impact of Antonio Gramsci’s work on British cultural studies. While histories of cultural studies frequently concentrate on a 1970s ‘moment of the break’, Steve offers a longer mapping of the ‘Gramscian turn’. In the first part, Steve examines the appearance of Gramsci’s ideas after 1957, and their dissemination by various British New Left thinkers. The second section looks at the adoption of Gramscian ideas by British cultural scholars, initially in the Birmingham CCCS, and their deployment in various texts and contexts. The final section considers criticisms of the Gramscian turn, particularly the criticism that hegemonic theory enabled cultural studies to take an uncritical and celebratory position in relation to popular culture.

Steve Jones is Principal Lecturer in Media and Cultural Studies at Nottingham Trent University. He is the author of *Antonio Gramsci* (Routledge, 2006) and co-author of *Food and Cultural Studies* (Routledge, 2004). His research interests lie in consumer culture (particularly food and debt studies), national identity, critical university studies and cultural policy.