

Culture Industry Reconsidered

Theodor Adorno

1	<p>Products which are tailored for consumption by masses</p> <ul style="list-style-type: none"> • Determine the nature of that consumption • Manufactured according to plan <p>Intentionally integrate consumers from above (economic & admin)</p> <p>Masses are (secondary sources) objections of calculation</p> <ul style="list-style-type: none"> • Ideology of culture industry • CI duplicates, reinforces, strengthens mentality presumed to be unchangeable
3	<p>Works of art are tendentially eliminated by the CI</p> <p>Culture = commodity</p>
4	<p>“Industry”- standardization of the thing itself</p> <ul style="list-style-type: none"> • Individual forms of production are maintained • more dehumanized (operation & content) —> greater ppl. <p>Technique in distribution & mechanical reproduction</p>
5	<p>Culture I so ingrained in society —> ppl. who counter are considered “naive”</p> <p>No one knows the role of CI</p>
6	<p>CI responds to demand</p> <p>People// world wants to be deceived, part of the “greater movement”</p>
7	<p>CI to grasp “ good life”</p> <p>CI —> status quo regularly accepted unquestioned</p> <p>“Conformity has replaced consciousness” (7)</p> <p>CI feigns triumph over endeavours</p> <p>CI constructs world//thought//ideologies</p> <ul style="list-style-type: none"> • even if harmless these stereotypes & attitudes not of one’s own, but are accepted for the sake of conformity
8	<p>Mass deception</p> <ul style="list-style-type: none"> • “impedes the development of autonomous, independent individuals who judge and decide consciously for themselves.”