

# **New Old-Fashioned Ways: Holidays and Popular Culture: 1st (First) Edition**

**Jack Santino**

**Note: This is not the actual book cover**

# New Old Fashioned Ways Holidays And Popular Culture

**Jack Santino**

## **New Old Fashioned Ways Holidays And Popular Culture:**

**New Old-fashioned Ways** Jack Santino, 1996 Every year as each holiday rolls around American popular culture is suddenly awash in images associated with that festivity While Christmas has been the most obviously commercialized celebration Halloween Easter the Fourth of July Hanukkah Thanksgiving and Valentine's Day are also reflected in the offerings of the mass media and consumer products industries This book is the first in depth investigation of the myriad ways in which traditional holidays are both manifested and exploited in a commercial consumerist society Jack Santino's analysis encompasses everything from movies to romance novels from television shows to comic books One especially fascinating feature of this study is its examination of the packaged foods industry and the manner in which soft drinks beer snack cakes cookies candy and breakfast cereals are regularly repackaged to reflect particular holidays In what becomes a central theme of the book Santino shows how holidays give companies the opportunity to create an illusion of novelty for products that otherwise remain unchanged over time For example the holiday Chips Ahoy cookies or Halloween Oreos differ only in their appearance from the everyday products but they assume a quality of uniqueness through their association with a special time of the year Throughout the book Santino examines the logic by which commercial culture and holidays are linked Halloween for instance with its traditional symbolism of death evil and monsters has served as a theme for heavy metal music and slasher films This in turn has led to some interesting transmutations as one text borrows from another in the wake of a commercial success When John Carpenter's pioneering 1978 slasher film *Halloween* became a box office hit it was perhaps inevitable that other holiday based slasher films *New Year's Evil* *April Fool's Day* and *Silent Night Deadly Night* would follow Copiously illustrated *New Old Fashioned Ways* is at once entertaining and informative a treat for general readers as well as an important work for scholars in a variety of fields including communications folklore anthropology sociology and business

[The Sacred Santa](#) Dell deChant, 2008-04-24     [Analyzing Christmas in Film](#) Lauren Rosewarne, 2017-12-06 Film plays a vital role in the celebration of Christmas For decades it has taught audiences about what the celebration of the season looks like from the decorations to the costumes and to the expected snowy weather as well as mirrors our own festivities back to us Films like *It's a Wonderful Life* and *Home Alone* have come to play key roles in real life domestic celebrations watching such titles has become for many families every bit as important as tree trimming and leaving cookies out for Santa These films have exported the American take on the holiday far and wide and helped us conjure an image of the perfect holiday Rather than settling the what is a Christmas film debate indeed *Die Hard* and *Lethal Weapon* are discussed within *Analyzing Christmas in Film* *Santa to the Supernatural* focuses on the how Christmas is presented on the deluge of occasions when it appears While most Christmas films are secular religion makes many cameos appearing through Nativity references storylines involving spiritual rebirth the framing of Santa as a Christ like figure and the all importance of family be it the Holy family or just those gathered around the dining table Also explored are popular narratives involving battles with stress

and melancholy single parents and Christmas martyrs visits from ghosts and angels big cities and small towns break ups and make ups and the ticking clock of mortality Nearly 1000 films are analyzed in this volume to determine what the portrayal of Christmas reveals about culture society and faith as well as sex roles consumerism aesthetics and aspiration

#### **Reading**

**Popular Culture** Michael A. Keller,2002

**Rock Music in American Popular Culture** B. Lee Cooper,Wayne S.

Haney,1995

**Holidays, Ritual, Festival, Celebration, and Public Display** Cristina Sánchez Carretero,Jack

Santino,2003

**Journal of Mormon History** ,2002 **Midwestern Folklore** ,2007 **AAR/SBL Annual Meeting**

**Program** American Academy of Religion. Meeting,1996

Merry Christmas! Karal Ann Marling,2000-12-25 A celebration of

the visual culture of the season Merry Christmas offers captivating evidence that Christmas in America is primarily a secular celebration of abundance goodwill and familial identity expressed in a myriad of ways 100 halftones

#### **A Halloween**

**How-to** Lesley Pratt Bannatyne,Lesley Bannatyne,2001 A collection of ideas for Halloween costumes parties decorations and destinations

**Annals of Iowa** ,2002 American Folklore Society News ,1997 **Holy Listening** Natalie M.

Underberg,2001 Encyclopedia of American Folklife ,2006 Offers approximately 270 essays on topics in American folklife as diverse as chain letters the Internet Little Havana fans of heavy metal music Wiccans and zydeco

#### **The Cumulative Book Index** ,1997 A world list of books in the English language

*From Calennig to Kaland* Maria Teresa Agozzino,2001

Encyclopedia of American Folklore Linda S. Watts,2007 Encyclopedia of American Folklore helps readers explore the topics terms themes figures and issues related to the folklore of the United States

#### **Naked Barbies, Warrior Joes, and**

**Other Forms of Visible Gender** Jeannie B. Thomas,2003 In this folkloric examination of mass produced material culture in

the United States Jeannie Banks Thomas examines the gendered sculptural forms that are among the most visible including Barbie Ken and G I Joe dolls yard figures gnomes geese and flamingos and cemetery statuary angels sports related images

figures of the Virgin Mary soldiers and politicians Images of females are often emphasized or sexualized frequently through nudity or partial nudity whereas those of the male body are not only clothed but also armored in the trappings of action and aggression Thomas locates these various objects of folk art within a discussion of the post women s movement discourse on

gender In addition to the items themselves Thomas explores the stories and behaviors they generate including legends of the supernatural about cemetery statues oral narratives of yard artists and accounts of pranks involving yard art narratives

about children s play with Barbie Ken and G I Joe and the electronic folklore or e lore about Barbie that circulates on the Internet

*Writer's Guide to Book Editors, Publishers, and Literary Agents, 1998-1999* Jeff Herman,1997 A real find for the

aspiring writer The Associated Press In depth information The Writer Who are they What do they want How do you win them over Find the answers to these questions and more in the 1998 1999 edition of the Writer s Guide to Book Editors Publishers and Literary Agents by Jeff Herman Filled with the information authors and aspiring authors need in order to avoid having a manuscript end up in the slush pile this comprehensive listing is organized in an easy to use format It includes in depth

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information about publishing houses and literary agents in the United States and Canada. The specifics include the names and addresses of editors and agents what they're looking for, commission rates and other key information. In addition, readers will discover the most common mistakes people make while attempting to solicit an agent and how to avoid them as well as numerous suggestions designed to increase the chances of getting representation. Writer's Guide to Book Editors, Publishers and Literary Agents also includes dozens of valuable essays giving readers insight and guidance into such topics as How to Write the Perfect Query Letter, The Knockout Nonfiction Book Proposal, How to Thrive After Signing a Publishing Contract, Mastering Ghostwriting and Collaboration, Free Versus Fee, The Issue of Literary Agency Fees, About the Author. Jeff Herman is the founder of The Jeff Herman Literary Agency, a leading New York agency. He has sold hundreds of titles and represents dozens of top authors. Herman frequently speaks to writer's groups and at conferences on the topic of getting published.

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