

104 學年第 1 學期 文化研究與資本主義 Cultural Studies and Capitalism 課程綱要

課程名稱：（中文）文化研究與資本主義		開課單位	亞際文化碩		
（英文）Cultural Studies and Capitalism		永久課號	IAS5005		
授課教師：John Hutnyk					
學分數	3	必/選修	選修	開課年級	*
先修科目或先備能力：					
課程概述與目標：					
<p>This course entails a close reading of Karl Marx’ s Capital (Volume One) and consideration of the text in relation to debates about capitalism in cultural studies.</p> <p>Overall course description: The connections between contemporary cultural studies and critiques of capitalism are considered in an interdisciplinary context (cinema studies, anthropology, musicology, international relations, and philosophy) which reaches from Marx through to television, from Subaltern and ethnographic approaches to the phenomenology of Martin Heidegger, from anarchism and surrealism to Frankfurt School critical theory and poststructuralism/post-colonialism/post-early-for-Christmas. Topics covered include alienation, commodification, production, technology, education, subsumption, slavery, proletarianisation, lumpenization, anti-imperialism, rebellions, civil war, anti-war movements, anti-globalisation, development, precarity, Occupy and Arab Spring/NATO crusades, accelerationism, three worlds theory, non-alignment, Global South. Using a series of illustrative films and key theoretical texts, we examine the epidemiology of contemporary capitalism as it shifts, changes, lurches through its late 20th and early 21st century manifestations - we will look at how cultural studies copes with (or does not cope with) class struggle, anti-colonialism, new subjectivities, cultural politics, activism, media, virtual and corporate worlds, global war, terror and austerity, murder death kill and the coming conflagration/communist horizon.</p>					
教科書（請註明書名、作者、出版社、出版年等資訊）	<p>Optional supplementary reading: Mulvey, Laura 1996 ‘From log cabin to Xanadu: Psychoanalysis and history in Citizen Kane’, in <i>Fetishism and Curiosity</i>, BFI</p> <p>Bazin, André 1978 <i>Orson Welles: A Critical View</i>, Acrobat Books [this volume contains a foreword from Francois Truffaut and a profile by Jean Cocteau].</p> <p>Stewart, Susan 2003 <i>On Longing: Narratives of the Miniature, the Gigantic, the Souvenir, the Collection</i>, Durham: Duke University Press.</p> <p>Olalquiaga, Celeste 1999 <i>The Artificial Kingdom: A Treasury of Kitsch Experience</i>. London: Bloomsbury [a sumptuous collection of curiosities – highly recommended gift purchase]</p> <p>Sturken, Marita 2007 <i>Tourists of History: Memory, Kitsch and Consumerism from Oklahoma City to Ground Zero</i> Durham: Duke University Press.</p> <p>Gayatri Chakravorty Spivak, 2014 <i>Readings</i>, Kolkata: Seagull Books.</p> <p>Harvey, David 2010 <i>A Companion to Marx’s Capital</i>, London: Verso.</p> <p>Jameson, Frederic 2011 <i>Representing ‘Capital’: A Reading of Volume One</i>. London & New York: Verso.</p> <p>Kracauer, Siegfried 1995 ‘The Mass Ornament’ in <i>The Mass Ornament</i> Cambridge: Harvard University Press.</p> <p>Beller, Jonathan 2006 <i>The Cinematic Mode of Production: attention economy and the society of the spectacle</i>, Hanover: Dartmouth College Press</p> <p>Spivak, Gayatri 1995 ‘Ghostwriting’ <i>Diacritics</i> 25(2): 65-84</p>				

Derrida, Jacques 1999 'Marx and Sons' in Michael Sprinkler (ed) Ghostly Demarcations: A Symposium on Jacques Derrida's 'Spectres of Marx', London: Verso, p213-269

Spivak, Gayatri Chakravorty 1987 'Scattered Speculations on the Question of Value' in In Other Worlds New York: Methuen

Pepperell, Nicole 2009 'When is it Safe to Go on Reading Capital' in The Devils Party. Bunyard, ed, CCS.

Ronell, Avital 1986 Dictations: On Haunted Writing, Lincoln: University of Nebraska Press. Ronell, Avital 2002 Stupidity, Urbana: University of Illinois Press.

Dunayevskaya, Rosa 1991 Rosa Luxemburg, Women's Liberation, and Marx's Philosophy of Revolution Urbana: University of Illinois Press.

Prawler, S.S. 1978 Karl Marx and World Literature Oxford: OUP.

Michael. Taussig 2004 My Cocaine Museum Chicago: Uni of Chicago Press

Yang, Anand 1998 Bazaar India: Markets, Festivals, Pilgrimage, San Francisco: University of California Press.

McQuire, Scott 2003 'From glass Architecture to Big Brother: Scenes from a Cultural History of transparency' in Cultural Studies Review 9(1):103-123

Jameson, Fredric 2005 Archaeologies of the Future: the Desire Called Utopia and Other Science Fictions London: Verso

Church Gibson, Pamela 2001 'You've been in my life so long I can't remember anything else', in Keyframes: Popular Cinema and Cultural Studies. M. Tinkcam & A. Villarejo (eds) London: Routledge

Adorno, Theodor 1994 The Stars Down to Earth and Other Essays on the Irrational in Culture, Routledge

Watson, Ben 2011 Adorno for Revolutionaries London: Unkant publishers.

Creed, Barbara 1993 The Monstrous-Feminine: Film, Feminism, Psychoanalysis, London: Routledge. Ch 2.

Kuhn, Annette 1990 Alien Zone 1 and 11, London: Verso.

Bogdanov, Alexander 1908 Red Star Bloomington: Indiana University Press Zamyatin, Yvegney 1921 We New York: Harper Collins 1972

Bulgakov, Michael 1995 The Master and the Margarita New York: Random House

Wright, 2000 Storming Heaven, London: Pluto.

Kolinko 1999 Hotlines: Call Centre Communism - http://www.nadir.org/nadir/initiativ/kolinko/lebuk/e_lebuk.htm

Dowling, Emma, R. Nunes & B. Trott (eds) special issue on Affective Labour in Ephemera <http://www.ephemeraweb.org/journal/7-1/7-1-index.htm>

Shukaitus, Stevphen and David Graeber 2007 Constituent Imagination: Militant Investigations, Collective Theorization AK Press.

Palgin, Trevor and Thompson, A.C 2006 Torture Taxi: On the Trail of the CIA's Rendition Flights, Hoboken: Melville House Publishing.

Kracauer, Siegfried 1930 The Salaried Masses London: Verso 1998

Negri, Antonio 2005 Books for Burning: Between Civil War and Democracy in 1970s Italy

London: Verso
Mitropoulos, Angela 2012 Contract

課程大綱		分配時數				備註
單元主題	內容綱要	講授	示範	習作	其他	

教學要點概述：

1. 學期作業、考試、評量

2. 教學方法及教學相關配合事項(如助教、網站或圖書及資料庫等)

Further suggestions will be offered on the Trinketization website: <http://hutnyk.wordpress.com/>

Many of the lectures will include visual material. Very occasionally this may be part of a feature film or a longer documentary and on such occasion the rest of the film should be viewed in the Library or may be screened separately.

The main reading will be the relevant chapter or chapters of Capital (approx 100 pages per week every second week), and the secondary set readings in alternate weeks (40 pages every second week) where indicated. You are advised to purchase a copy of Capital and bring it to the lectures. Any language addition is acceptable, but not the Oxford University Press abridged version.

師生晤談	排定時間	地點	連絡方式

每週進度表

週次	上課日期	課程進度、內容、主題
1		<p>Introduction –Trinkets, Collecting. Which text? The appearance of wealth as a great collection of Commodities. Consideration is given to how we will read “Marx”, and why.</p> <p>No set reading for week one.</p> <p>Introductory lecture. We cannot avoid Marx’s importance. His is what Deleuze called a Greatness. A film text that might be useful here is Citizen Kane and the scene where Kane collects. Marx also starts with commodities but we have to distinguish the method of analysis from the method of presentation. We can take Orsen Welles’ film Citizen Kane as our totem, where Kane the newsman is the paradigmatic commentator – the never quite neutral purveyor of a vision of the world, provider of information, in a punchy format. Here, with William Randolph Hearst as the figure behind the picture, it is eyewitness news – ‘the whole world is watching’ – which has become the mode of appearance. The film – Kane – is much discussed and might be used as a counterfoil for too easy discussions of the con</p>
2		<p>Week 2.</p> <p>The organization of the book. Which book of Capital. Many versions.</p> <p>Reading: Please read the prefaces to Das Kapital. This can be in any version, as there are many. You may look at the prefaces in English, German, French, Mandarin, Turkish, Spanish... there are a number of different ones. We will generally refer to the fourth German edition, and either the Penguin English or Lawrence and Wishart/Progress Press English versions. You may read the online version, or in your won language(s). Please do not buy any of the ‘abridged’ editions, which leave too much out.</p> <p>For lecture two we must start with the question of how will we read “Marx”?. Pointing to the key works, the extent of scholarship – and activism – connected to the name of Marx, and the separate (to what extent?) project of Marxism(s) – considering for starters, alienation, reification and dialectical method. To do this, we might as well start where Marx starts – with the first sentence about the wealth of so</p>
3		<p>Week 3.</p> <p>Fetishism, Exotica. The secret of commodities. The fetish is the key concept in the opening chapter of Capital. This mysterious moment has to be contextualized. Reading: Marx, Capital Volume 1 Part 1. Chapter 1. (pp125-177 Penguin edition).</p> <p>Fetishism is our apparent theme, but is this ‘the start’? Where does Capital start? With a secret. The secret of commodities – the congealed social relationship abstracted in production. The fetish is the key concept in the opening chapter of Capital – which presents the fetish character of commodities as appearance, but more. This mysterious moment has to be contextualized – thinking about why Marx starts with commodities can extend to a comprehension of the plan of the whole; and of the relationship between analysis and presentation.</p>

4		<p>Week 4 Zombie Capitalism. Spectres, Ghosts, Hauntings Reading: Derrida 1994 Spectres of Marx London: Routledge, Chapter 3. Another way into this is via Jacques Derrida's séance: the hauntology of Derrida as a potential interruption offers an instructive protocol of reading, of which, there is no easy one to one correlation. Avital Ronell seeks out ghosts too, and shows how the illusions of Capital produce cretinism, according to Marx, but it is Gayatri Spivak's speculations which can be our best guide here, looking at translation, sticking closely to the text, looking at context, metaphor, significance and strategies of reading. The specters march, but are the ghosts that haunt today perhaps those of elsewhere – excluded and erased, spectral subalterns, lost and overlooked, elided selves? Supplementary reading might include: Spivak, Gayatri 1995 'Ghostwriting' Diacritics 25(2): 65-84 Derrida, Jacques 1999 'Marx and Sons' in Michael Sprinkler (ed) Ghostly Demarcations: A</p>
5		<p>Week 5. Market and the trick of Exchange – Exchange value leads us to the market, the site of a transaction where labour is sold to capital in what looks like a fair deal. Reading: Marx, Capital Volume 1 Part 2. Chapters 2, 3, 4 & 6 pp 178-280. Market and the trick of Exchange – Exchange value leads us to the market, the site of a transaction where labour is sold to capital in what looks like a fair deal. The market is the public theatre of commercial exchange – but herein lies a trick, a feint, a deception that presents the congealed social relation as a relation between things. The false view that exchange determines production, not production determines exchange. Supplementary reading might include: Michael. Taussig 2004 My Cocaine Museum Chicago: Uni of Chicago Press Yang, Anand 1998 Bazaar India: Markets, Festivals, Pilgrimage, San Francisco: University of California Press.</p>
6		<p>Week 6. On objects of fascination for sale. Market or commodity exchange, to production. Reading: Bataille, Georges 1934 'The Notion of Expenditure' in The Bataille Reader Blackwell 1997 The market as alienation – a whirl of images, things, objects, affect, of demons and dreams. And of course money itself as matter – coins, currency, the general equivalent. We also consider the uses of expenditure in the writings of Georges Bataille, thinking of Marilyn Monroe in Some Like it Hot, as the final spin of the trade 'deal' that started with the Marshall plan. Hollywood today continues the marketing of war. Glorious and terrible destruction for profit. Supplementary reading may include: Clifford, James 1997 Routes: Travel and Translation in the Late Twentieth Century Harvard University Press, Cambridge. Bataille, Georges 1949/1988 The Accursed Share, Volume 1: Consumption. New York: Zone Books. Hollier, Denis 1988 The College of Sociology. Minneapolis: University of Minnesota Press. H</p>
7		<p>Week 7. Production – technology, mechanization, machines, the factory... 'No admission except on business'. Reading: Marx, Capital Volume 1 Part 3. Chapters 7, 8 & 9. pp283-339. Production –technology and mechanization, machines, production and financialization, NASA/Trek – compelling all to adopt our ways, to accept warp drive and manufacture for the sake of profit. 'No admission except on business' – the sphere of production suggests a realm apart from the market, in a way probably unsustainable today, but nonetheless formative. The development of the factory, the struggles against mechanization, the rules and regulation of work – and the ideological effort to get us all to accept the bourgeois mode of production. William Gates says Technology can set us free.</p>
8		<p>Week 8. Adorno in Space! Reading: Penley, Constance 1997 NASA/TREK. Popular Science and Sex in America London: Verso pp11-23 The representational politics of the future would claim to be progressive, but the plotting of Star Trek and similar confections does not boldly go so far (Bladerunner, Avatar). The Prime Directive and the Borg. Spock and Kirk's Relationship. Or that of Six and the maverick genius of Gaius Baltar. Artificial intelligence and the 3 laws of Robotics. The 'new', digital media, broadband, hype and flows. Why must the 'Californian ideology/Galactica dreaming' shape technocratic imaginings in Europe, the US and the third world? Adorno would have skewered those pesky Klingons.</p>

		<p>Supplementary reading might include: McQuire, Scott 2003 'From glass Architecture to Big Brother: Scenes from a Cultural History of transparency' in Cultural Studies Review 9(1):103-123 Jameson, Fredric 2005 Archaeologies of the Future: the Desire Called Utopia and Other Science Ficti</p>
9		<p>Week 9. Workers – class composition. Marx spends considerable time in Capital documenting the conditions of the factory. Engels did similar work in Manchester. Reading: Marx, Capital Volume 1 'The Working Day' Chapter 10.and 11 pp 340-426. Workers – class composition and workers' enquiry. Kolinko – call centre communism and the question of organization. Marx spends considerable time in Capital documenting the conditions of the factory. Engels did similar work in Manchester. Leonard Horner as our hero. The regulation of work must be 'inspected', and this has released considerable sociological examination and projects on class composition that aim to comprehend, as activist social science, changes in the social and political organization of production.</p>
10		<p>Week 10. Organized (and digital?) resistance? Reading: Opening chapters of Kolinko 1999 Hotlines: Call Centre Communism - http://www.nadir.org/nadir/initiativ/kolinko/lebuk/e_lebuk.htm Self-organizing resistance? Self organized inquiry – some examples from Kolinko and Plane- spotting. Collaborative writing and a research method. The difficulty of organizing workers in the service industries, in conditions of precarity, distance, alienation and 24 hour culture industry party people. Supplementary reading might include: Wright, 2000 Storming Heaven, London: Pluto. Kolinko 1999 Hotlines: Call Centre Communism - http://www.nadir.org/nadir/initiativ/kolinko/lebuk/e_lebuk.htm Dowling, Emma, R. Nunes & B. Trott (eds) special issue on Affective Labour in Ephemera http://www.ephemeraweb.org/journal/7-1/7-1index.htm Shukaitus, Stevphen and David Graeber 2007 Constituent Imagination: Militant Investigations, Collective Theorization AK Press. Palgin, Trevor and Thompson, A.C 2</p>
11		<p>Week 11. Time and Technology - There is a general perception that the time of production is dominated by speed. Reading: Marx, Capital Volume 1. Part 4, Chapters 12-15. pp 429-639 [skim some if you must as this is a long section. The reading for the following week is short, so you can read the rest then if you wish, if you can, as you should – for completists!] The Division of labour and Large scale industry, Time and Technology – Framing, Institutions and Environment. Ticker tape and typewriter, Luddites. There is a general perception that the time of production is dominated by speed. The ticker tape which recorded stock prices in 1867 (when Capital 1 was published) would fill a room in seconds given the volume and rapidity of change if functioning today. Does technology speed things up – or are we missing something that a certain Mr Ludd grasped long ago: technology is not just a tool, but a danger (qualified in various ways vis a vis Hiedegger). There are examples of machines tha</p>
12		<p>Week 12. Contemporary concerns of technology. Reading: Burroughs, William S 1982 'The Cut-up Method of Brion Gysin', Re:Search #4/5:34-37. The ways the technological becomes a threat, a means of coercion, a restriction surrounding us all – from the Atomic Research Lab at Los Alamos to the space and arms race University R+D programmes, which will lead us on from MegaCity planning and social control to the concentration camps, from Mafeking to Guantanamo... The Multimedia Super Corridor as example. And yet, the times of Capital... Control – Burroughs' audio cut ups and sound against control. Snip snip snip. Supplementary reading might include: Spivak, Gayatri Chakravorty 2008 'Megacity – 1997: Testing Theory in Cities' in Other Asias, London: Blackwell Publishing. Castells, Manuel and Peter Hall 1994 Technopoloes of the World: the making of 21st Century Industrial Complexes London; Routledge. Wendling, Amy 2009 Karl Marx on Technology and Alienation. New York: Palgrave Macmillan</p>

13	<p>Week 13.</p> <p>Education as control-reproduction. The workforce has to be trained, taught, brought up. Their runny noses must be wiped. The administered society and the teaching factory.</p> <p>Marx, Capital Volume 1. Part 5 [and first visit to part 7]. Chapter 16, 17, 18, pp 643-672 [and 23, 24. pp 709-761]</p> <p>Education and training – the teaching factory and the Arcane of Reproduction. Education and reproduction. The workforce needs discipline and order. The family, sexuality, education, health, morality and other topics not ‘strictly’ considered in the wage relation must be considered. Ahh, the worker under capital is “free” in a double sense! This is an austerity regime, with impact on wages, but much else – higher education funding cuts are the least of it. Food scarcity, climate control, culture of fear, and racism as education for division of labour.</p>
14	<p>Week 14.</p> <p>Racism, Discipline, Minorities and Education.</p> <p>Reading: Spivak, Gayatri 1989 ‘In Praise of “Sammie and Rosie Get Laid”’, in Outside in the Teaching Machine, [1993] New York: Routledge, and Fero, Ken and Mehmood, Tariq 2001 ‘The making of Injustice’ Red Pepper, July 2001</p> <p>An analysis of the film Sammie and Rosie Get Laid, in the context of the London Riots of 2011, the Ferguson police killing in the USA, race riots in Paris, Melbourne, New Delhi. Deaths in custody, stop and search, police killings, Injustice and the New Cross Fire – the manufacture of sanctioned ignorance through authority and complacency.</p> <p>Supplementary reading might include:</p> <p>Derrida, Jacques 2004 Eyes of the University Stanford: Stanford University Press.</p> <p>Gramsci, Antonio 1971 Selections from the Prison Notebooks New York: International.</p> <p>Arendt, Hannah 2000 ‘Total Domination’ in The Portable Hannah Arendt, Penguin books</p> <p>Kureishi, Hanif 1988 Sammy and Rosie Get Laid, London: Faber and Faber</p> <p>Kureishi, Ha</p>
15	<p>Week 15 Wages</p> <p>Wage slavery, piece rates, unemployment, lumpenization, proletarianization.</p> <p>Reading: Marx, Capital Volume 1. Part 6 Chapters 19-22 pp 675-706 and Part 7, Chapters 23, 24. pp 709-761</p> <p>Reconsideration of the structure of the book, and why what is where. The section on wages is an insertion, but it makes good sense to consider it here. Marx has been showing the interest the capitalist has in pushing down the price of labour power, and that this price is of course inversely related to the magnitude of surplus value – or unpaid labour – the capitalists may extract from the production process. Surplus value – what will, through circulation – be recouped as profit. What he then strives to clarify is that Labour power is what is sold, not labour. The trick lies here, the unpaid labour and productivity of labour power is not calculated in the price of labour power. And the wage is not a wage for labour, but the price of labour power calculated only as its reproduction. And not e</p>
16	<p>Week 16.</p> <p>Accumulation, division, Circulation, transport, world system, fall of all Chinese walls, compelled to adopt the culture industry. Urbanization, Lumpenization.</p> <p>Reading: Marx, Capital Volume 1. Part 7 (cont). Chapter 25 pp 762-870 [again skim some of this if you must but don’t miss the sections on Ireland in the latter parts]</p> <p>Accumulation, circulation, transport, world system, the reserve army of labour. Capital v Capital. Credit, the credit system. The sphere of culture – and politicization... The cultural industry or the creative reservation – immaterial labour or lumpenization... The industrial reserve army of labour, the surplus population – a kind of civil war. Precarious labour – the worker outside the workshop to be examined. And also street people, the rabble (racille – voyou), La Haine. Politics and representation in the reading of music video: ‘Dog-Tribe’ (FDM), ‘Rebel Warrior’ (ADF), ‘Naxalite’ (ADF), ‘Cookbook DIY’ (FDM). What is important about representation stu</p>
17	<p>Week 17.</p> <p>Pre Capitalistic Economic Formations. Marx goes back to origins at the end, but thinks forward. Onwards and Upwards.</p> <p>Reading: Marx, Capital Volume 1. Part 8. Chapter 26-33 – pp 873-940 plus as much as you can consume of the appendix – results of the immediate process of production.</p> <p>Pre Capitalistic Economic Formations. Enclosures, transition, poor laws, great expropriation, slavery, plunder, Imperialism and war. Bougainville as example. The plunder of the third world, resource extraction, profiteering and piracy require a more sophisticated analysis than a simplified version of labour</p>

	<p>theory of value read off from Capital as blueprint for comprehension. There are some who say this is the ur-chapter of Capital, Jameson says it is an addendum. We might have started here, or not. Colonialism is central, there are more chapters to come.</p> <p>Supplementary reading might include: Federici, Silvia 2004 Caliban and the Witch: Women, The Body and Primitive Accumulation New York: Autonom</p>
18	<p>Week 18</p> <p>Colonialism now. For an analysis of the current conjuncture.</p> <p>Reading: Martin, James and Cowling, Mike 2002 Marx's Eighteenth Brumaire: (Post)Modern Interpretations. London: Pluto.</p> <p>The edition of Marx's 18th Brumaire that came out in 2002 with Pluto Press, co-edited by Goldsmiths's James Martin, is well worth a read and might usefully constitute revision for this course, as well as giving a fine example of a close analysis of political intrigue. Further suggestions will be offered on the Trinketization website: http://hutnyk.wordpress.com/</p> <p>Supplementary reading might include (and this is also for your continued reading of the additional volumes of Capital 2&3):</p> <p>Lotringer Sylvere 2001 Hatred of Capitalism New York: Semiotext(e)</p> <p>Merrifield, Andy 2011 Magical Marxism: Subversive Politics and the Imagination, London: Pluto Press.</p>

※ 請同學遵守智慧財產權觀念及勿使用不法影印教科書。

備註：

1. 其他欄包含參訪、專題演講等活動。
2. 請同學遵守智慧財產權觀念及勿使用不法影印教科書。

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