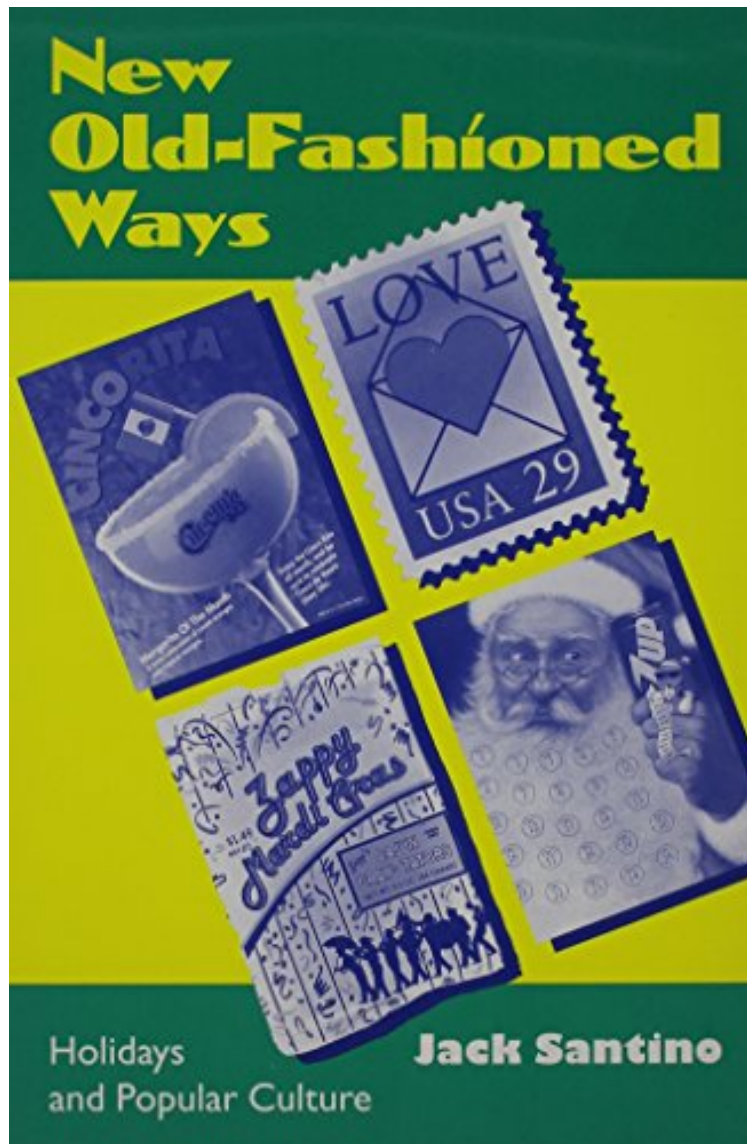


(Free pdf) New Old Fashioned Ways: Holidays Popular Culture

New Old Fashioned Ways: Holidays Popular Culture

Jack Santino

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Jack Santino : New Old Fashioned Ways: Holidays Popular Culture before purchasing it in order to gage whether or not it would be worth my time, and all praised New Old Fashioned Ways: Holidays Popular Culture:

Book by Santino, Jack

From Publishers Weekly
The exploitation of the average consumer through the sales of holiday-colored MMs, soda cans emblazoned with the American flag and Easter candy is no big secret. Santino does not present the reader with any new insights concerning holidays and popular culture, but he does succeed in demonstrating the pervasive role holidays play in our society, from popular songs to snack cakes and family dinners. Santino deciphers the semiotics of holidays for the reader, which helps to explain why candy canes work at Christmas, and Kraft's "SantaMac" macaroni-and-cheese dinner, featuring St. Nick on the box, does not. This analysis, linked to the myriad of products that attempt (appropriately or otherwise) to piggyback on specific holidays, indirectly damns commercialization, but Santino shrugs his shoulders and claims it's a natural outgrowth of capitalism. In his conclusion, Santino briefly touches on juicier topics such as women's dominant role in holiday consumerism and how holidays, both with and without the capitalist trimmings, uphold the existing social order. But, as he states in his conclusion: "My point is not to endorse the system, but to suggest that all systems... are drenched in seasonality." One wishes that *New Old-Fashioned Ways* not only outlined holidays' resonance in daily life but also ventured a look beyond the cupcakes and the macaroni to the holidays' real source of power. Copyright 1996 Cahners Business Information, Inc.

From the Back Cover
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.