

**abstracts**

Is there a future for cultural studies? Do they deserve one?  
 (or what is happening in New York?)..... 17

LAWRENCE GROSSBERG

*This paper examines the state of cultural studies, primarily in the United States and Northern Europe. Arguing for a radically contextualist and conjuncturalist understanding of the project of cultural studies, it suggests that cultural studies emerged in particular forms as a response to a particular geo-historical conjuncture. However, while the conjuncture has changed significantly, these older forms of cultural studies have congealed into a "center" that has limited its ability to contribute to a better understanding of "what's going on," of the possible future and the realities and possibilities of both domination and contestation. The paper suggests an understanding of the present conjuncture as a struggle, from both the right and the left, against liberal modernity and the attempt to shape an alternative modernity as the future. It suggests some of the ways cultural studies might have to rethink itself if it is to respond to this conjuncture.*

**Keywords:** *Alternative modernities, Conjuncture, Context, Cultural Studies, Modernity*

The violence of money..... 53

ELISABETH BRONFEN

*The article offers a reading of three recent Hollywood films, There Will Be Blood (Anderson), No Country for Old Men (Coen) and Eastern Promises (Cronenberg), addressing the violence subtending cinematic entactments of creative capitalism. At the same time, the reading of these films is pitted against a critical engagement with Richard Sennett's discussion of the culture of new capitalism, exposing his own nostalgia for a previous form of old capitalism. Finally, the article also addresses the viscosity of the violent depiction of financial greed, claiming for it an ethics of affective cinematic language.*

**Keywords:** *American dream and money, Creative capitalism, Gender and money, Hollywood, Violence*

Light television culture: the soap opera phenomenon ..... 67  
 MÁRIO JORGE TORRES

*The text discusses the origin and impact of soap operas (telenovelas) as from 1977 when RTP broadcast Gabriela Cravo e Canela and changed the lives of Portuguese audiences. This and following stories were supplied by TV Globo, a Brazilian company. The telenovela phenomenon hit key sectors of production and created a star system in Brazil. After 2000, like the Globe company, the TVI television channel also created a star system, the first ever in Portugal. The author examines soaps such as A Outra and Olhos nos Olhos before comparing their structures with reality shows.*

**Keywords:** Reality show, Soap opera, Stars, Television

The uses and consumption of television and the Internet  
 among immigrant communities..... 81  
 ISABEL FERIN

*In this article, we explore data regarding the uses and consumption of the media by immigrants. The research project took place from 2007 and 2008 and corresponded to a large scale Portuguese Media Reception Study. It was based on a national survey and ten focus group sessions with immigrants of different origins living in the Lisbon area. This paper approaches focus group data on the uses and consumption of the Internet and television, particularly telenovelas (soap operas). Taking into account previous research among the same populations, this current analysis is framed by the concepts of «identity», «difference», «diaspora», «media studies» and «citizenship». These findings show that immigrant uses and consumption of television and Internet are strongly shaped by life trajectories, nationality, language skills as well as their social and economic standards of living.*

**Keywords:** Immigrants, Internet, Soap operas, Television, Uses and consumptions

Women in times of fluid modernity ..... 105  
 LUCIA SANTAELLA

*The new feminine identity has been a frequent topic among scholars dedicated to the study of contemporary culture. For some, the mass media, especially magazines dedicated to female audiences, are greatly responsible for the ideals of identity, success, freedom, maternity, sexuality, morality and citizenship aspired to by women. Hence, feminine identities are constructed by psychological advisers and market agents who present themselves as experts on desires, passions, bewilderments,*

*dreams. However, they are in reality technicians of the self. While this power of influence over women cannot be denied, this article discusses how there are now other sources of information which compete with feminine magazines and which open up new and richer possibilities for female identity construction.*

**Keywords:** *Feminine magazines, Identity, Market, Mass media*

|  |     |
|--|-----|
| The school and market for symbolic goods<br>in the cultural development of young people..... | 115 |
| MARIA DA GRAÇA SETTON  |     |

*The purpose of this paper is to discuss the centrality of both the school and the medias as legitimating matrixes of cultural practices among young people. Taking into consideration the idea of school as a space able to produce “habitus dispositions”; a modus operandi of ideas and behaviours for choices in cultural and leisure matters, I consider it important to identify and to analyse the range and the limit of this institution in the context of 21<sup>st</sup> century societies. Furthermore, aware of the strong presence of the media in the youngsters’ universe (TV, phonographic or fictional), I seek to problematize the relations of interdependency that the media have with the school as well as its strengths in the formation process of a social segment precociously socialized by the media. In substantiation of this argument, I then provide a brief analysis of cultural preferences among students attending private school in the city of Sao Paulo, Brazil.*

**Keywords:** *Cultural legitimation, Media, School, Socialization, Youngsters*

|  |            |
|--|------------|
| <b>perspectives: Cultural Studies.....</b> | <b>135</b> |
|--|------------|

What do Cultural Studies mean?

|   |     |
|---|-----|
| A cosmopolitan diagnosis of the German approach ..... | 137 |
|---|-----|

ISABEL CAPELOA GIL

*The article discusses Culture Studies as a field of study negotiating its methods and paradigms vis-a-vis the social oriented Cultural Studies, as well as the hermeneutic tradition of the Kulturwissenschaften. Focusing on the case-study of German Culture, it is further argued that Culture Studies is a metadiscipline, and a problem-oriented field of study, that responds to the need to reflect complexity in the contemporary world and clearly presents the relevance of the Humanities for the disclosure of meaning in democratic societies.*

**Keywords:** *Cultural Studies, Culture Studies, German Culture*

On Portuguese Literature within the degree structure  
of the Faculty of Human Sciences, the Catholic University of Portugal .....167  
JORGE FAZENDA LOURENÇO

*Based on extracts from an aggregate professorship application report, this article both objectively sets out and quantifies the decline in the Portuguese Literature subject within the scope of Faculty of Human Sciences degrees before concluding with a brief recommendatory comment.*

**Keywords:** *Decline, Portuguese literature, Survival, Teaching*

Portuguese culture / European cultures:  
the doubts and questions of Eduardo Lourenço ..... 177  
MIGUEL-PEDRO QUADRIO

*This essay approaches the most recent developments in Eduardo Lourenço's thinking on Portuguese culture. The essayist's decision to refocus such a debate, considering the 22-year long process of European integration, and which has had a strong centripetal institutional drift, lead to an attempt to define new conceptual frameworks and further methodological procedures that support this pertinent and undeniable horizontalness.*

**Keywords:** *Berlin Declaration, Culture Studies, Eduardo Lourenço, European culture, European integration, Portuguese culture*