

## ■ Learning Plan 5.28

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### The Cowell/Clifford Culture Industry

This is another straightforward activity but it requires lots of your pedagogic craft to help students with challenging material.

[http://en.wikipedia.org/wiki/Culture\\_industry](http://en.wikipedia.org/wiki/Culture_industry)

A description of the culture industry, as accessed on Wikipedia

<http://www.theory.org.uk/ctr-ador.htm>

A brief introduction to Theodor Adorno

We tend to find that the biggest issue is establishing the time period in which these people were writing – they were concerned about the distracting nature of jazz. Also, be careful with the whole class struggle thing here – like Hoggart, their problem with popular culture was not intended to be elitist, so it is complex.

The critical thing is this: they could not have predicted the power that two men – Simon Cowell and Max Clifford – would have, in different ways, in our own culture in 2010.

<http://www.dailymail.co.uk/home/moslive/article-1081201/Im-going-politics-X-Factor-Simon-Cowell-winning-formula.html>

See this *Daily Mail* article on the influence of Simon Cowell

<http://news.bbc.co.uk/1/hi/uk/7957635.stm>

Listen to this interview with Max Clifford on the death of Jade Goody

The learning objective is simply to answer this question with examples and conviction:

*What would Adorno have had to say about Cowell and Clifford?*

A monologue to camera, with appropriate images, uploaded to the internet would work best for this, to attract playback and provoke comment.