Contact

John McDonald, Academic Marketing john@haymarketbooks.org, 773-583-7884

A NEW KIND OF PUBLIC

COMMUNITY, SOLIDARITY, AND POLITICAL ECONOMY IN NEW DEAL CINEMA, 1935-1948

By Graham Cassano

Available at a discounted rate of 30% off the cover price to students with use of the coupon code: "SCSScourse"

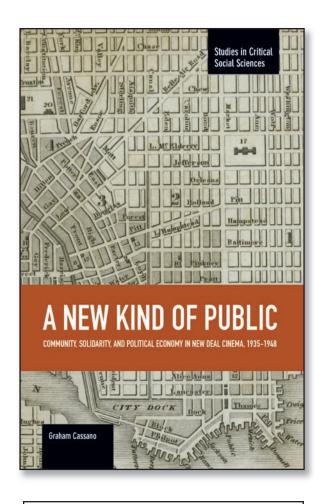
"This sophisticated and powerful work shows how stars, directors, studios, writers, and censors responded to the new possibilities of entertaining an audience formed by the labor upsurges of the mid-1930s. In his constant identification of telling detail, his sweeping ability to see the workings of class without losing sight of the impact of race and gender, and his deft use of theory, Cassano more excitingly approximates the wonderful work of the late Michael Rogin than does any other contemporary writer."

—David Roediger, author of *Seizing Freedom: Slave Emancipation* and *Freedom for All*

IN 1936, JOHN FORD claimed to be making movies for "a new kind of public" that wanted more honest pictures. In this insightful and stimulating book Cassano argues that this new kind of public was forged in the fires of class struggle and economic calamity. Those struggles appeared in Hollywood productions, as the movies themselves tried to explain the causes and consequence of the Great Depression. Using the tools of critical Marxism and cultural theory, Cassano surveys Hollywood's political economic explanations and finds a field of symbolic struggle in which radical visions of solidarity and conflict competed with the dominant class ideology for the loyalty of this new audience.

GRAHAM CASSANO, is Associate Professor of Sociology at Oakland University, in Rochester, Michigan. He has published articles on a range of topics, including Thorstein Veblen's social theories, the sociology of American labor, and postmodern Marxian theory.





Available July 2015

Trade paper, \$28, 215 pp ISBN: 9781608464937

Part of the Studies in Critical Social Science Book Series

"Cassano develops original insights into New Deal cinema -and also into cultural artifacts in general - by applying to them creative interpretations of C. Wright Mills and a self-critical Marxism."

—Richard Wolff, author of *Democracy at Work: A Cure for Capitalism*

Interview, exam, & review copy requests: contact john@haymarketbooks.org To order visit: www.haymarketbooks.org