

POP ART AND THE CONTEST OVER AMERICAN CULTURE

Pop Art and the Contest over American Culture examines the socially and aesthetically subversive character of the movement that transformed American art and culture in the 1960s. Providing a historically contextualized reading of American pop art, Sara Doris locates the movement within the larger framework of the social, cultural, and political transformations of that decade. Pop's use of discredited mass-cultural imagery and its affinities with marginalized forms of taste – gay camp and youth culture – worked to challenge established social and cultural hierarchies. What was really at stake, Doris argues, was not so much the *definition* of culture, but rather *who* would be permitted to define it. By analyzing pop art within the context of the broader social upheavals of the 1960s, this study establishes that it was not only a significant catalyst of those transformations, but that it profoundly shaped the postmodern culture in which we now live.

Sara Doris is assistant professor of contemporary art at the University of Memphis.

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*To my father
and the memory of my mother*

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