

Dancing in the distraction factory: Music television and popular culture.

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Dancing In The
Distraction Factory:
Music Television and
Popular Culture



In this Book

University of
Minnesota Press



Dancing In The Distraction Factory: Music Television and Popular Culture

Andrew Goodwin

1992

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SUMMARY

Cultural Studies “Entertaining proof that good sense means good theory, this book is the first to treat music TV as vision and sound. Academically, I had most fun applauding Andrew Goodwin’s elegant skewering of postmodernists; as a rock fan I was constantly startled by Goodwin’s exposes of my most deeply held prejudices. I’m now convinced; there’s much more to MTV than meets the eye.” Simon Frit h The John Logie Baird Centre “Dancing in the Distraction Factory is the best study of MTV I have read. At a time when many critics dismiss music videos either as advertisements for interchangeable commodities or as tiny, soundless movies, Goodwin manages both to analyze the business components of this new medium and also to take videos seriously as complex cultural texts involving music, visuals, stars, and much else. Dancing in the Distraction Factory is a smart book; it will have an impact on

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