FIRST NATIONAL MEETING
POPULAR CULTURE ASSOCIATION

LIBERTY

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MICHIGAN STATE UNIVERSITY
East Lansing, Michigan
April 8-10
1971
In these unusually trying times when students, faculty, administration and citizens feel thwarted in trying to achieve their goals, the activities of the Popular Culture Association, and the thrust of the various activities in Popular Culture on the many campuses represented on this program, are meritorious. There is a drive here toward what seems to me are worthwhile new dimensions in education on both the undergraduate and the graduate levels. The key to this new thrust is not so much the cliched word relevancy, though it is still a worthwhile term, as sensitivity—an awareness of the needs and hopes of education in the broadest sense—and humaneness in a world that is becoming increasingly dehumanized, with the resulting frustration, anxiety, even terror that stalk the world today.

As observers—academic and non-academic—increasingly are commenting, much of the chaos on campuses results from lack of communication. When people understand the goals of the movement in Popular Culture resistance will largely melt away. It is becoming increasingly manifest that the goals of the PCA, as revealed in this program, are to bridge gaps, to bring about new understandings on one plane (between students and their world off campus) and on another plane among students, faculty, administrators.

As President of one of the sponsoring schools, I look upon this first national meeting of the Popular Culture Association with great enthusiasm and hope.

Hollis A. Moore, Jr. President
Bowling Green University

Kellogg Center, Michigan State University, April 8-10, 1971

PROGRAM
Thursday, April 8

2:00 REGISTRATION

3:00 KEYNOTE ADDRESS Lincoln A. “Growth of an Idea: from Novel to Film” David Madden (Writer-in Residence, LSU)

4:00 EXHIBITS, TOURS, COCKTAILS & GOOD FELLOWSHIP

8:00 Auditorium TIME OUT FOR MAN—THE NATIONAL HUMANITIES SERIES
“The Jet Age Chautauqua” Marty Krasney, assistant to the Director (Princeton)

8:45 Program - Auditorium “The Popular Musician and His Craft: Music and Commentary” Maury Crane and the New Michigan Jazz Group

Friday, April 9

9:00

Auditorium
Chairman: John Appel (Michigan State University)
“The Rise and Fall of the Harlem Renaissance: From Garvey to Hughes” Anna T. Robinson (University of Wisconsin)
“The Making of an American Jew: From Abraham Cahan to Clifford Odets” Daniel Walden (Penn State University)

CURRICULUM AND POPULAR CULTURE Lincoln A. Chairman: Edward Dodson (Governors State University)
“Toward A Philosophy of Popular Culture Curriculum” Edward Dodson (Governors State University)
“Introductory Popular Culture Program in the Traditional Curriculum” John M. Solenstein (Mankato State College)
CULTURAL HISTORY  Lincoln A
Chairman: Milton Plesur (SUNY at Buffalo)
“The Historian as Humanist” Archie Jones (Fort Lewis College)
“John Taylor and Jacobean Popular Culture” Frederick O. Waage
(Northwestern University)
“John Clark Ridpath and Popular History-Neglected and Forgotten”
Louis C. Smith (University of Illinois)
“The Uses of Popular Culture in Nineteenth Century Marxism”
William H. Cohn (Hillel Academy)

THE VISION AND ART OF THE EDITORIAL CARTOON
Room 106
Chairman: H. James Clark (University of Wisconsin)
Panelists: Bill Sanders (Milwaukee Journal)
John Fischetti (Chicago Daily News)
Russ Myers (Creator of “Boom-Hilda”)

THE UNDERGROUND ASPECTS OF POPULAR CULTURE
Room 101
Chairman: John L. Cotter (University of Penn. and National Park
Service)
“An Archeological View of Popular Usage at Michilimackouac”
Dave Armour (Dept. of Natural Resources)
“Popular Culture in a Frontier Garrison” Gene Peterson (Dept. of
National Resources)
“Care and Analysis of Historic Sites and Artifacts” Lyle Stone
(Dept. of Natural Resources)
“The Artifact and the Archeological Dig” George Miller and Arnold
Pilling (Wayne State University)
“Techniques of Cultural Analysis in an Archeological Site” Charles
Cleland (Wayne State University Museum)

THE ROLE OF THE MOTION PICTURE AS A SOCIALIZING
AGENT  Lincoln A
Chairman: Garth Jowett (University of Penn.)
“The Film as Social and Intellectual History” Stuart Samuels
(University of Penn.)
“Movies and Society” Ian Jarvie (University of Penn.)
POPULAR MUSIC Auditorium
Chairman: R. Serge Denisoff (Bowling Green University)
“From Swing to Bop” Robert D. Ilisevich (Alliance College)
“The Lingering South: Country Music in an Urban Society” Bill C. Malone (Wisconsin State University)
“The Old Religion’s Better After All: Country Music as Reaction to Change in American Society” Jens Lund (Bowling Green U.)
“Rock and Roll: Right Wing of the Woodstock Nation” John van Deusen (University of Massachusetts)

POPULAR CULTURE AND RADICAL TEACHING Workshop–Lincoln A
Chairman: George R. Adams (Wisconsin State University)
Co-chairman: William Reichert (Bowling Green University)

GENERAL Lincoln B Chmn: James Martin (BGU)
“Paul Goodman: The Asphyxiation of Alienation” Robert Schmuhl (Indiana University)
“Walt Disney’s Wonderful World of Mythology” Margaret King (Bowling Green University)
“American Mentality A La Disneyland” Spencer Bennett (CRU)

PULP FICTION Room 101
Chairman: Frederick S. Cook (Jackson, Michigan)
“The Rise of Pulp Magazines 1920’s, 1930’s” Frederick S. Cook
“General Fiction Magazines: Argosy in particular” Lynn Hickman
“Weird Fiction Magazines: Weird Tales in particular” Peter Maurer

BOOKS AND PHOTOS Room 106
Chairman: Robert White (York University)
“Southern Places and Faces of the 1930’s” Robert White (York U)
“Evans and Agee’s Let Us Now Praise Famous Men” Rick Warch (Yale University)
“Wright Morris’ God’s Country and My People” Don Summerhayes (York University)

1:30

UNDERGROUND CULTURE Auditorium
Sachem: “Is the Underground...?” Warren French (IUPUI)
Shamen: “Underground Press” Mark Lapping (SUNY at Oswego)
“Underground Theatre” Donald Pease (U. of Chicago)
“Underground Film” H. Wayne Schuth (Ohio State U.)
Wizard: “The Underground is...” Marc Rosenberg (U. of Penn.)

RELIGION AS A CULTURAL PHENOMENON IN AMERICA
Lincoln A Chairman: Carl Bode (University of Maryland)
“American Culture and the Religious: A Study in Socialization” Barbara M. Sullivan (Sacred Heart College)
“RIOT: Religion in Our Time” W. J. McCutcheon (Beloit College)
“Benjamin L. Whorf: Transcendental Linguist” Peter C. Rollins (Harvard University)
“Big Massa: The Psychology of Slave Religion” Keith A. Winsell (IUPUI)
“United States Influence on Chilean Religious Movements” Peter J. Sehlinger (IUPUI)

POPULAR LITERATURE Lincoln B Chmn: Michael Marsden (BGU)
“American Popular Novels of Slum Life, 1890-1910” Charles Shee (Michigan State University)
“Changing Attitudes Towards Class and Money in American Best Selling Novels, 1914-1945” Sue Ellery (Towson State College)
“Crime and Culture in Mrs. Rinehart’s Fiction” Arnold R. Hoffman (Adrian College)
“An Analysis of Some Late Nineteenth-Century Children’s Periodical Fiction” R. Gordon Kelly (U. of Penn.)
“Popular Literature and American Imperialism” Perry Gianokos (Michigan State University)

SCIENCE FICTION AND/OR FANTASY Room 101
Chairman: Tom Claeson (Wooster College)
“The Bibliography of Science Fiction” Tom Claeson (Wooster College)
“Science Fiction Comes to College” Jack Williamson (Eastern New Mexico University)
"The Relationship between Professional Writers and the Academy" Gordon Dickson (President, S.F.W.A.)
"Six Reasons Why Tolkien should not be Popular Culture" Gerard O'Connor (Lowell Technological Institute)

LECTURE AND SOUND TRACK CLIPS Room 106
"The Popularization of American Literary Works in Films" Herbert Bergman (Michigan State University)

2:30

FOLKLORE Auditorium
Chairman: Henry Glassie (Indiana University)
"Folk Culture of the Hell's Angels" Michael Owen Jones (UCLA)
"Folk Culture and Professional Wrestling" John Gutowski (IU)
"Folklore in Black Novels" William Wiggins (IU)
"Modern Blues" Barry Lee Pearson (IU)
"Syncopated Slander: the 'Coon Songs' 1890-1900" W. K. McNeil (Indiana University)
"Folklore's Use in Contemporary American Indian Programs" John Brits (Indiana University)

COUNTER CULTURE Lincoln A
Chairman: Roy R. Wortman (Ohio State University)
"How Popular is the Counter Culture in Kingsville, Texas?" Harry Russell Huebel (Texas A&M University)
"Do We Have a Drug Culture?" Richard Powers (U. of Mass.)
"Consciousness IV: The Counter Culture's New Morning?" Jerry Griswold (University of Connecticut)
"Quest for a New Order: Ferment in Collegiate Culture, 1921-1929" Mollie C. Davis (W. Georgia College)

MARK TWAIN AND POPULAR CULTURE Lincoln B
Chairman: Tom Towers (Wisconsin State University, Whitewater)
"The Prince and the Pauper or Popular Fiction" Roger Saloman (Case Western Reserve)
"The Mark Twain Persona: Contribution to the Popular Novel" Jan Cohn (Carnegie-Mellon)
"Mark Twain: High Art, Popular Artist" Paul Baender (U. of Iowa)
"Mark Twain: American Innocent" Howard Baetzhold (Butler U.)

POPULAR IMAGES OF THE CITY Room 106
Co-chairman: Park Dixon Goist (Case Western Reserve) "The Automobile and the Blending of Urban and Rural Imagery"
Co-chairman: James M. Hughes (Wright State University) "A Tale of Two Games: An Image of the City"
"The City as Club: Edith Wharton's New York" James Gleason (Wright State University)
"Individualism, Community and Alienation: The American City in Recent Films" Orley Holton (Slippery Rock State College)
"Dreiser's Mystical City in Sister Carrie" Lawrence Hussman (Wright State University)

TELEVISION: RESHAPING THE MIND—OR THE MYTH Rm. 101
Chairman: Horace Newcomb (Saginaw Valley College)
"The Sound/Genre: Country Music on Television" John Scott Colley (Vanderbilt University)
"Kaptain Kronkite: The Myth of the Eternal Flame" Curt McCray (Saginaw Valley College)

3:30

SOCIOLOGY AND POPULAR CULTURE Auditorium
Chairman: R. Serge Denisoff (Bowling Green University)
"Contributions of Certain Sociological Theorists to the Study of Films" Jerry Lewis (Kent State University)
"The Current Status of the Sociology of Literature" Michael Gordon (University of Connecticut)
"Notes on Some Neglected Research in the Sociology of Art" David F. Gillespie (California State College at Los Angeles)
"Today Woodstock, Tomorrow The World: The Rock Festival Phenomenon" Richard A. Peterson (Vanderbilt University)

POPULAR CULTURE INTERNATIONAL Lincoln B
Chairman: Edward Harris (University of Cincinnati)
"Peter Handke: The Discovery of the Mundane" Joseph Scott (Columbia College)
"Influences of American English on German Periodical Advertising" Thomas Freeman (Columbia College)
“Spanish Scholarly Study of the American Popular Culture: The Comic Book” J. Eduard Mira (Bowling Green University)

THE MUSICAL SCENE: THE TERRITORY AHEAD Lincoln A
Chairman: Peter Nye (Eastern Michigan University)
Panelists: Bud Spangler, Program Director (WDET-FM, Detroit)
Ron English, Guitarist (The Musical Orgone, Detroit)
Charles Moore, Trumpet (The Contemporary Jazz Quartet, Detroit)
Kenny Cox, Music Critic and Commentator (WDET-Detroit)
Herb Boyd, Writer (Strata Music Corp., Detroit)

POPULAR CULTURE IN THE AMERICAN CIVILIZATION PROGRAM Lincoln B
Chairman: Robert A. Corrigan (University of Iowa)
“Popular Music” Edward L. Donovan (Sacred Heart College)
“Popular Fiction” Mary McMurray (University of Iowa)
“Popular Radio Programs” Dale Ross (Iowa State University)
“Popular Films” Kay Mussell (University of Iowa)

8:45

“WE THE PEOPLE”—POPULAR DRAMA OF TODAY Auditorium
Performing Troupe of the College of Lake County, Illinois
Saturday, April 10

9:00

SEXUALITY IN POPULAR CULTURE Auditorium
Chairman: Charles McCaghy (Bowling Green University)
“Fanny Hill and Masters and Johnson: Guides to Good Sex”
    Tom Kakonis and Ralph Desmarais (Wis. SU)
“‘The Sociology of Stripping’ James K. Skipper (Western Ontario U.)
    and Charles McCaghy (Bowling Green University)
“The Etymology of ‘Go-Go Girl’ ” A. Owen Aldridge (U. of Illinois)

SOCIAL & POLITICAL IMAGES IN AMERICAN MYSTERY FICTION Lincoln A
Chairman: Francis M. Nevins (attorney and editor/ critic)
Panelists: Philip Durham (UCLA)
    Robert E. Washer (editor and reviewer)
    Donald A. Yates (Michigan State University)
    Dan J. Marlowe (mystery writer)
    Allen J. Hubin (editor The Armchair Detective)

THE WESTERN Lincoln B
Chairman: John Cawelti (University of Chicago)
“Origins of the Western” Richard Etulain (Idaho State University)
“The Western Films of Anthony Mann” William Routt (Western Michigan State University)
“The Western Films of Richard Brooks” Charles Flynn (U. of Chicago)

PERFORMANCE: “TOWN HALL TONIGHT” — A Staged Anthology of Popular Culture. Room 106
Cooperative Extension Programs, University of Wisconsin

10:00

PROTEST MUSIC Auditorium
Chairman: Joe Glazer (United States Information Agency)
“The Impact of Woody Guthrie’s Life and Songs on the Popular Mind” Richard A. Reuss (Wayne State University)
“TeenAngel: Resistance, Rebellion, and Death in Popular Music” R. Serge Denisoff (Bowling Green University)
“The Decline of Protest in Contemporary Popular Music” Jerome L. Rodin (University of Texas at Arlington)
“So You Want to be a Rock and Roll Star” James Coffman (Bowling Green University)

ARCHIVING POPULAR CULTURE Lincoln B
Chairman: Bill Schurk (Bowling Green University)
“Starting From Scratch: A Practical Approach to Collecting Undergraduate Materials for University Libraries” Dick Beards (Temple University)
“A User’s Guide to Data Processing: A Summary of What Is Available and Where to Find It” Keith Swigger (University of Iowa)

BLACK POPULAR CULTURE Room 106
Chairman: Marshall Fishwick (Lincoln University)
“Rural Healing Practices in the West Georgia Area” Carole E. Hill (West Georgia College)
“Responsibilities of Black Studies for the Treatment of Black Popular Culture” Robert Perry (Bowling Green University)
“Sambo: The Racial Stereotype in American Culture” Joseph Boskin (Boston University)

Mysticism, Occultism and the Spiritual Quest Rm. 101
Chairman: Douglas Daye (Bowling Green University)
“Psi: Past, Present, Future” David Techter (Book Review Ed. of Fate)
“Modern Occultism: A Thematic Analysis” Robert Galbreath (Bowling Green University)
“Witchcraft” John J. Fritschler (Western Michigan State University)

The Problems of Teaching Indian and Chicano Popular Culture Room 106
Chairman: Joseph Arpad (UCLA)
Panelists: Richard Gonzales (University of South Dakota)
Kenneth Lincoln (UCLA)
Roger Buffalohead (University of Minnesota)
Richard Vasquez (LA Times)

11:00

Rationale for American Vernacular Architecture Room 106
Chairman: David Neuman (Bowling Green University)
Panelists: Denise Scott Brown (Yale; Venturi and Rauch Architects)
Kingsbury Marzolf (University of Michigan)
Harold Muschenheim (University of Michigan)
Aida Tomeh (Bowling Green University)
Thomas T. K. Zung (AIA; Architects Inc.)

Journalism Lincoln B
Chairman: Annette Johnson (Bowling Green University)
“Out of the Vinyl Deep: Tom Wolfe and Popular Culture”
Ronald Weber (University of Notre Dame)
“The Contemporary Appeal of Two Types of Women’s Romantic Fiction: The Women’s ‘Gothic’ Novel and the Historical Novel of Manners” Helen Blakely (John A. Logan College)

The Social Significance of Soap Opera Room 101
Chairman: Anthony Linick (Michigan State University)
“Who Watches Television Soap Opera?” Natan I. Katzman (M.S.U.)
"The Irreality of Soap Opera Reality" Dorothy Linick (East Lansing, Michigan)
"The Image of Women in TV Soap Opera" Beth Cafagna (M.S.U.)
"Soap Opera and the Search for Intimacy" Frederick I. Kaplan (M.S.U.)
"Morality and Sponsors: A Soap Opera Writer's Perspective" Deborah Hardy (University of Wyoming)

1:00

NORMAN MAILER'S "MAIDSTONE" Auditorium

NOTE *** NOTE *** NOTE

There will be a number of informally scheduled film programs throughout the Popular Culture Association meeting. Among the films to be shown are Madam Satan, Zoo In Budapest, Three, and Man of The West.

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