



DECULTURALIZATION AND THE STRUGGLE FOR EQUALITY A BRIEF HISTORY OF



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In cultural studies, media culture refers to the current Western capitalist society that emerged and developed from the 20th century, under the influence of mass media.

Media culture - Wikipedia

Cultural materialism is an anthropological research orientation first introduced by Marvin Harris in his 1968 book *The Rise of Anthropological Theory*, as a theoretical paradigm and research strategy.