

Arthur Asa Berger

Vita 2014

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Education

BA	English	University of Massachusetts
MA	Journalism	University of Iowa
Ph.D.	American Studies	University of Minnesota

Teaching Experience

1960-1965	English and American Studies, University of Minnesota
1963-1964	Fulbright Lecturer, University of Milan, Italy
1984-1985	Visiting Professor, Annenberg School for Communication, Univ. of Southern California
1965-2003	San Francisco State University
2007(Fall)	Visiting Professor, School of Hotel and Tourism Marketing, Hong Kong Polytechnic Univ.
2009 (Spring)	Visiting Professor, Jinan University (Guangzhou) and Tsinghua University (Beijing)

Books

Li'l Abner, 1970 (Twayne), 1994 (Univ. of Mississippi Press)

The Evangelical Hamburger, 1970 (MSS Publications)

Pop Culture, 1973 (Pflaum)

About Man, 1974 (Pflaum)

The Comic Stripped American, 1974 (Walker & Co., Penguin, Milano Libri)

The TV-Guided American, 1975 (Walker & Co.)

Language in Thought and Action (in collaboration with S.I.Hayakawa, 1974, 1978) (HBJ)

Film in SOCIETY, 1978 (Transaction)

Television as an Instrument of Terror, 1978 (Transaction)

Media Analysis Techniques, 1982 2nd Edition 1998 (SAGE) (in Chinese, Korean, & Italian.) 3rd Edition. 2004.

Signs in Contemporary Culture, 1984 (Longman); 2nd edition, Sheffield, 1998. (Indonesian edition, 2003)

Television in SOCIETY, 1986 (Transaction)

Semiotics of Advertising, 1987 (Herodot)

Media USA, 1988, (Longman 2nd Edition, 1991)

Seeing is Believing: An Introduction to Visual Communication, 1989, 3rd edition 2008 (McGraw-Hill).

Political Culture and Public Opinion, 1989 (Transaction)

Agitpop: Political Culture and Communication Theory, 1989 (Transaction)

Scripts: Writing for Radio and Television, 1990 (SAGE)

Media Research Techniques, 1991, 2nd edition 1998 (SAGE)

Reading Matter, 1992 (Transaction)

Popular Culture Genres, 1992 (SAGE)

An Anatomy of Humor, 1993. (Transaction)

Improving Writing Skills, 1993 (SAGE)

Blind Men & Elephants: Perspectives on Humor, 1995 (Transaction)

Cultural Criticism: A Primer of Key Concepts, 1995 (SAGE) (Swedish edition, 1998)

Essentials of Mass Communication Theory, 1995 (SAGE)

Manufacturing Desire: Media, Popular Culture & Everyday Life, 1996 (Transaction)

Narratives in Popular Culture, Media & Everyday Life, 1997 (SAGE) Chinese edition (2000)

The Genius of the Jewish Joke, 1997 (Jason Aronson)

Bloom's Morning, 1997 (Westview/HarperCollins) (German edition, 1998) (Chinese edition, 2001)

The Art of Comedy Writing, 1997 (Transaction)

Postmortem for a Postmodernist, 1997 (AltaMira).

The Postmodern Presence, 1998. (AltaMira)

Media & Communication Research Methods, 2000. (SAGE)

Ads, Fads & Consumer Culture, 2000. (Rowman & Littlefield)

Jewish Jesters, 2001. (Hampton Press)

The Mass Comm Murders: Five Media Theorists Self-Destruct. 2002 (Rowman & Littlefield).

The Agent in the Agency. 2003 (Hampton Press)

The Portable Postmodernist, 2003 (AltaMira Press)

Durkheim is Dead: Sherlock Holmes is Introduced to Social Theory, 2003 (AltaMira Press)

Media and Society, 2003 (Rowman & Littlefield)

Games and Activities for Media, Communication and Cultural Studies Students. 2004. (Rowman & Littlefield)

Ocean Travel and Cruising, 2004 (Haworth)

Deconstructing Travel: A Cultural Perspective, 2004 (AltaMira Press)

Making Sense of Media: Key Texts in Media and Cultural Studies, 2004 (Blackwell)

Shop Till You Drop: Perspectives on American Consumer Culture. 2004. (Rowman & Littlefield)

The Kabbalah Killings. 2004. (PulpLit)

Vietnam Tourism. 2005. (Haworth)

Mistake in Identity: A Cultural Studies Murder Mystery 2005. (AltaMira)

50 Ways to Understand Communication. 2006. Rowman & Littlefield.

Thailand Tourism. 2008. (Haworth Hospitality and Tourism Press)
The Golden Triangle. 2008. (Transaction Books).
The Academic Writer's Toolkit: A User's Manual. 2008. (LeftCoast Press)
What Objects Mean: An Introduction to Material Culture 2009. (LeftCoast Press)
Tourism in Japan: An Ethno-Semiotic Analysis. 2010 (Channel View Publications)
The Cultural Theorist's Book of Quotations. 2010. (Left Coast Press)
The Objects of Affection: Semiotics and Consumer Culture. 2010. (Palgrave)
Understanding American Icons: An Introduction to Semiotics. 2012. (Left Coast Press).
Media, Myth and Society. 2012. (Palgrave Pivot)
Theorizing Tourism. 2012. (Left Coast Press).
Bali Tourism. 2013. (Haworth).
A Year Amongst the UK: Notes on Character and Culture in England 1973-1974. Marin Arts Press.
Dictionary of Advertising and Marketing Concepts. 2013 (Left Coast Press)
Messages: An Introduction to Communication. 2014 in press. (Left Coast Press)

Translations into Foreign Languages

<i>Media Analysis Techniques:</i>	<i>Italian, Chinese, Korean, Turkish, Persian, Spanish (in press)</i>
<i>Media Research Techniques:</i>	<i>Chinese, Spanish (in press)</i>
<i>The Comic-Stripped American</i>	<i>Italian</i>
<i>Seeing is Believing</i>	<i>Korean, Russian, Chinese</i>
<i>Bloom's Morning:</i>	<i>German, Chinese</i>
<i>Cultural Criticism:</i>	<i>Swedish, Arabic, Persian</i>
<i>Narratives</i>	<i>Chinese</i>
<i>Postmortem for a Postmodernist</i>	<i>Chinese, Indonesian</i>
<i>Media and Communication Research Methods</i>	<i>Chinese, Korean</i>
<i>Essentials of Mass Communication Theory</i>	<i>Chinese</i>
<i>Signs in Contemporary Culture</i>	<i>Indonesian</i>
<i>The Hamlet Case</i>	<i>Chinese</i>
<i>The Mass Comm Murders</i>	<i>Chinese</i>
<i>Durkheim is Dead</i>	<i>Chinese, Persian</i>
<i>Games and Exercises</i>	<i>Chinese</i>
<i>Making Sense of Media</i>	<i>Chinese</i>
<i>Understanding American Icons</i> .	<i>Italian</i>

Publishing Activities

Editor, Classics in Humor Studies	Transaction Books
Consulting Editor	<i>Humor</i>
Editorial Committee	<i>Semiotica</i>

Topics (lectures, readings, workshops)

Everyday Life in the United States
Applied semiotic analysis: humor, material culture, etc.
Advertising, Shopping and Consumer Culture in the United States
Media Analysis, Popular Culture and Society
Visual Communication
Tourism and Travel

Recent Lectures:

Loyola University, Chennai, India
University of Buenos Aires, Buenos Aires, Argentina
Jinan University, Guangzhou, China
Tsinghua University, Beijing, China
Hong Kong Polytechnic University, HK
University of Hong Kong, HK
Moscow State University, Moscow, Russia
South Russian Humanities Institute, Rostov, Russia
Bilgi University, Istanbul, Turkey
Kinki University, Osaka, Japan
National University, Trujillo, Peru
Molya School of Journalism, Kiev, Ukraine
Chulalongkorn University, Bangkok, Thailand

Articles in Periodicals and Chapters in Books

1. "Dialogo sulla societa Americana." *Il Mulino*. May, 1964.
2. "Costantino Il Grande e i socialisti negli anno 60," *Il Paradosso*, Sept., 1964.
3. "I Settimenalli di attualita," *Il Mulino*, Feb., 1965.
4. "Italian Scholars Discover Superman," *San Francisco Chronicle*, Feb., 1965.
5. "Authority in the Comics," *Transaction*, Dec., 1966.
6. "Gli Eroi Intercambiabili," *Il Confronto*, March/April, 1966.
7. "Viet Nam e i nuovi fumetti," *Il Confronto*, Oct./Nov., 1966.
8. "Barbarella--Teach of the French Strips," *S.F.Chronicle* (This World Magazine), Nov. 20, 1966.
9. "The Politics of Wrestling," *San Francisco Chronicle* (This World Magazine), Dec. 20, 1966.
10. "Comics and Two Cultures," *Studi Americani* No. 11, Milano.
11. "Anatomy of a Supercraze," *S.F.Chronicle* (This World Magazine), May 15, 1966.

12. "Li'l Abner in American Satire," *New York Folklore Quarterly*, Vol. XXII, No. 2, June, 1967.
13. "Snoopy: A Dog With Qualities," *San Francisco Chronicle* (This World Magazine), March 26, 1967.
14. "There was this Italian," *San Francisco Chronicle* (This World Magazine), July 9, 1967.
15. "Vietnam allegoria medievale," *Il Confronto*, May/June, 1967.
16. "The Politics of Entertainment," *The Nation*, Oct. 30, 1967.
17. "The World of the Comic Book Hero," *San Francisco Chronicle* (This World Magazine), Jan. 7, 1968.
18. "Washing Our Tin Gods," *San Francisco Chronicle* (This World Magazine), Oct. 6, 1968.
19. "Rebels with a Freudian Cause," *San Francisco Chronicle* (This World Magazine), Jan. 12, 1968.
20. "Peanuts: An American Pastoral," *Journal of Popular Culture*, 3:1, 1969.
21. "A Sociologist Speaks: Baseball is a Big Bore." *San Francisco Chronicle*. Oct. 15, 1969.
22. "Commercials ad Nauseam," *ETC.*, Dec., 1969.
23. "The Living Dolls are Taking Over," *San Francisco Chronicle* (This World Magazine), March 29, 1970.
24. "The Poop on Pop Pedagogy," in *Popular Culture and Curricula*. Bowling Green State University Press, 1970.
25. "The FCC, Mass Communications and Society," introduction to special issue of *ETC.* edited by Arthur Asa Berger. 1970.
26. "Soft Drinks and Hard Icons," in *Icons of Popular Culture*. Bowling Green State University Press, 1970.
27. "The Subversive HE," *San Francisco Chronicle* (This World Magazine), Dec. 28, 1970.
28. "Eroticomics: Or What are you doing with the Submachine Gun Barbarella?" *Social Policy*. Nov./Dec., 1970.
29. "Comperare vuol dire notare," *La Critica Sociologica*, 14, Summer, 1970.
30. "American Pop Culture--Lurid but Innocent." *San Francisco Chronicle* (This World Magazine), Dec. 13, 1970.
31. "The 30s Gave Rise to Tracy and Annie," *San Francisco Chronicle* (This World Magazine), Dec. 13, 1970.
32. "America as an Anti-Historical Nation," *ETC.*, Vol. 28, June, 1971.
33. "Comics and Culture," *Journal of Popular Culture*, Fall, 1971.

34. "Cool Lives and Hot Language," *ETC.*, Vol. 29, Sept., 1971.
35. "Was Krazy's Creator a Black Cat?" *San Francisco Chronicle* (This World Magazine). August 22, 1971.
36. "Marvel Language," *ETC.*, June, 1972.
37. "Pondering the Imponderabilia," *Pop Culture and Curricula*. Bowling Green State University Press, 1972.
38. "Dagwood and the American Psyche," *Human Behavior*. Jan., 1973.
39. "Motelization," *San Francisco Chronicle* (This World Magazine), Oct. 15, 1972.
40. "Selling with Sex on Madison Avenue," *Human Behavior*. June, 1973.
41. "The Secret Significance of Swearing," *ETC.*, June, 1973.
42. "Comics and American Culture," in George Lewis, ed. *Side-Saddle on the Golden Calf: Social Structure and Popular Culture in America*. Goodyear, 1973.
43. "Spyder Bikes--American Grotesques," in George Lewis, ed. *Side-Saddle on the Golden Calf: Social Structure and Popular Culture in America*. Goodyear, 1973.
44. "Pub Life is Changing." *San Francisco Chronicle* (This World Magazine), Nov. 10, 1974.
45. "Hamburger Heaven," *New Society* (London). Jan. 10, 1974.
46. "Secret Agent," *Journal of Communication*. Spring, 1974.
47. "Drug Advertising--The Pain-Pill-Pleasure Model," *Journal of Drug Issues*, Vol. 4, No. 3, Summer, 1974.
48. "English-American Cultural Cross-Currents," *Human Behavior*, Feb., 1975.
49. "London's Underground as a Work of Art," *San Francisco Chronicle* (This World Magazine), May 18, 1975.
50. "Am I a Siamese Twin?" *Journal of Popular Culture*. Summer, 1975.
51. "Discovering Pop Culture," *Human Behavior*. Aug., 1975.
52. "Upstairs-Downstairs," *Society*. May/June, 1975.
53. "Huck Finn as an Existential Hero," *Mark Twain Journal*, Summer, 1976.
54. "Politics in the Comics," *Crimmer's*, 1976.
55. "Six-Million Dollar Man," *Society*. July/August, 1976.

56. "Anatomy of a Joke," *Journal of Communication*. Summer, 1976.
57. "TV as an Instrument of Terror," *Focus*, Aug. 1976.
58. "Threads." *San Francisco Sunday Examiner and Chronicle*. (California Living Magazine). Sept. 26, 1976.
59. "The Cultural Consequences of the Commercial," *Focus*, Nov., 1976.
60. "La Formation," *Focus*, Dec., 1976.
61. "The Art of the Comic." *San Francisco Sunday Examiner and Chronicle*. (California Living Magazine). Nov. 20, 1977.
62. "Collective Daydreams," *Focus*, Jan., 1977.
63. "Scopophilia," *Focus*, Feb., 1977.
64. "Thinking of Frankenstein," *Ariel*, Summer, 1977.
65. "Master Bedroom," *San Francisco Chronicle* (This World Magazine), July 30, 1978.
66. "Taking Comics Seriously," *The Wilson Quarterly*. Summer, 1978.
67. "The Hidden Compulsion in Television." *Journal of the University Film Association*. Vol. XXX, No. 2, Spring 1978.
68. "Berger on Burgers: A Personal View." *Journal of American Culture*. Vol. 1, No. 2, Summer, 1978.
69. "Don't Go Away: We'll Be Back With More Ads." *The Chronicle Review*. Nov. 13, 1978.
70. "The Paper Chase VS. The Ratings Game." *Society*. Jan./Feb. 1979.
71. "Reflections on Food in America." *Journal of American Culture*. Fall, 1979.
72. "Signa Quae Non." *Quarterly Review of Film Studies*. Vol. 4, No. 4, Fall, 1979.
73. "The Art of Journal Keeping." *San Francisco Sunday Examiner*. (California Living Magazine.) Feb. 4, 1979.
74. "Nourishing Art from the Rich History of Women." *The Chronicle Review*. Apr. 16, 1979.
75. "News, Psyche and Society." *Television Quarterly*. Vol. XVII, No. 4, Fall, 1980.
76. "Semiotics and TV" in Richard Adler, ed. *Understanding Television*. Praeger, 1981.
77. "Too Much TV" in S. Mule, ed. *Behavior in Excess*. Free Press, 1982.
78. "Decoding Smirnoff's 'Glee Club' Advertisement." *International Journal of Visual Sociology*. Vol. 1, Summer, 1983.

79. "Return of the Jedi." *Society*. May/June 1984.
80. "Pac-Man: Auto-Erotic Plaything." *Los Angeles Times*. May 2, 1984.
81. "Football, Television and Society." *Proteus*. Spring, 1986.
82. "Humor." Introduction to issue of *American Behavioral Scientist* edited by Arthur Asa Berger. Vol. 30, Jan./Feb. 1987.
83. "Humor and Behavior: Therapeutic Aspects of Comedic Techniques and Other Considerations" in Brent Ruben, ed. *Information and Behavior*. Transaction Books, 1988. Pages 226-247.
84. "He's Everything You're Not: A Semiological Analysis of *Cheers*" in G. Burns and R.J. Thompson, *Television Studies*. Praeger, 1989.
85. "Sign, Self and Society" in Irmengard Rauch and G.F. Cun, *The Semiotic Bridge: Trends from California*. Mouton de Gruyter, Berlin, 1989.
86. "The Semiotics of Public and Private Space." *Media Development*. Vol. 37, March, 1990.
87. "Comics and Culture." *The World & I*. July, 1990.
88. "About the House: Cultural Studies." *ETC*. Vol. 47, No. 2, Summer, 1990.
89. "The Clothed Mind: Cultural Studies." *ETC*. Vol. 47, No. 3, Fall, 1990.
90. "Entertainment and Art." (Chapter 19) in R. Hiebert et al, *Mass Media VI*. New York: Longman, 1991.
91. "Of Mice and Men: An Introduction to Mouseology Or, Anal Eroticism and Disney." in M. Wolf and Al Kielwasser, eds. *Gay People, Sex and the Media*. Haworth, 1991.
92. "Caveat Scriptor: Teaching Radio and Television Writing for Pleasure and Profit," *Feedback*. Winter, 1991.
93. "Funnies are Good for Us." *The World & I*. May, 1992.
94. "Texts in Contexts" in F. Korzenny et al. eds. *Mass Media Effects Across the Curriculum*. Sage 1992.
95. "The Myth of Mass Media." July/Aug. 1993. *Society*.
96. "No Laughing Matter: Eight Scholars in Search of a Joke." *Etc*. Spring, 1994.
97. "What's in a Joke? A Micro-Analysis." *Elementa: Journal of Slavic Studies & Comparative Cultural Semiotics*. Spring, 1994.
98. "Who Laughs at What" (with Aaron Wildavsky), *Society*, 1994
99. "Eleven Ways of Looking at the Gulf War." *ETC*. Summer, 1994.

100. "Six Deconstructionists in Search of a Preferred Reading and One Sociologist Declared to be a Deconstructionist." In Ray C. Rist, ed. *The Democratic Imagination*. Transaction Books, 1994.
101. "Scratches from the Secret Agent," *Visual Communication Quarterly*. Summer, 1995.
102. "The Politics of Laughter." in George E.C. Paton (et al) Eds. *The Social Faces of Humour*. Arena. 1996.
103. "Seeing Laughter: Visual Aspects of Humor," *Zed 4*, 1997.
104. "The Sign in the Window: A Semiotic Analysis of Advertising," in Roberta Kevelson, ed. *High Fives: A Trip to Semiotics*, New York: Peter Lang, 1998.
105. "Snapshots: Encounters With Important Media Theoreticians," *Talon* (Santiago, Chile) 1998
106. Arthur's Computer Abentgeuer. *Television*. (Munich, Germany) 2000.
107. "Is this the kind of thing serious academics do?" *International Journal of Comic Art* 4:1 (Spring, 2002) 41-47.
108. "I Laughed Last and I Lasted, But I Took Some Blows Along the Way," *Studies in American Humor*, 2005. (Journal).
109. "Interview," *Journal of American Popular Culture*. 2006.
110. "Laugh and the World Laughs with You: Humor from a Global Perspective." *Global Media Journal: Mediterranean Edition*. 2007.
111. "Postmodernism," *Encyclopedia of Media and Communications*
112. "Comics," *Encyclopedia of Media and Communications*
113. "Television Genres," *Encyclopedia of Media and Communications*
114. "Psychoanalytic Theory," *Encyclopedia of Media and Communications*
115. "Artifacts," *The International Encyclopedia of Communication*
116. "Tourism and Popular Culture," *The International Encyclopedia of Communication*
117. "Grid-Group Tourism: A Socio-Semiotic Analysis of Travel,"
In H. Bakker, ed. Title Not Known (book on semiotics and Symbolic Interactionism) Univ. of Illinois Press.
104. "The Sign in the Window: A Semiotic Analysis of Advertising," in Roberta Kevelson, ed. *High Fives: A Trip to Semiotics*, New York: Peter Lang, 1998.

105. "Snapshots: Encounters With Important Media Theoreticians," *Talon* (Santiago, Chile) 1998
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107. "Is this the kind of thing serious academics do?" *International Journal of Comic Art* 4:1 (Spring, 2002) 41-47.
108. "I Laughed Last and I Lasted, But I Took Some Blows Along the Way," *Studies in American Humor*, 2005. (Journal).
109. "Interview," *Journal of American Popular Culture*. 2006.
110. "Laugh and the World Laughs with You: Humor from a Global Perspective." *Global Media Journal: Mediterranean Edition*. 2007.
111. "Postmodernism," *Encyclopedia of Media and Communications*. 2007.
112. "Comics," *Encyclopedia of Media and Communications*. 2007.
113. "Television Genres," *Encyclopedia of Media and Communications*. 2007
114. "Psychoanalytic Theory," *Encyclopedia of Media and Communications*. 2007.
115. "Artifacts," *The International Encyclopedia of Communication*, 2007
116. "Tourism and Popular Culture," *The International Encyclopedia of Communication*. 2007
117. "Grid-Group Tourism: A Socio-Semiotic Analysis of Travel,"
In H. Bakker, ed. Title Not Known (book on semiotics and
Symbolic Interactionism) Univ. of Illinois Press.
118. "Cockfights and the Bali Male Psyche." *European Journal of Psychology*. 2/5/2007.
119. "Tourism in Society" *Society*. July/August 2008.
120. "The Hero as Traveler, the Traveler as Hero." *Journal of Travel and Tourism Marketing*. Vol. 26, 2009.
121. "Teaching Tourism Students" *Journal of Teaching in Tourism and Travel*. 2009.
122. "Little Britain: An American Perspective." in S. Lockyear, *Reading Little Britain*. I.B. Taurus. 2010
123. "A Frenchman, an Englishman, and a German," in *Stereotypes in American Texts*. Nova Publications.

124. *Writing Myself into Existence*. Lulu Books. 2010.
125. "What's So Funny About That?" Jan/Feb. 2010. *Society*.
126. "The Myth Model" in *Myth and Symbol*. Vol. 6, No. 2, 2011.
127. "The Branded Self." *The American Sociologist*.
128. "Shop un a son Gout" March/April 2011. *Society*.
129. "Is *Star Wars* a Modernized Fairy Tale" in D. Brode and L. Dayreka, *Myth, Media and Culture in Star Wars*. 2012. Scarecrow Press.
130. "The Day the World Changed: A Pomo Primer" in *Society*. Vol. 49, Feb.
131. "Is *Star Wars* a Modernized Fairy Tale" in D. Brode and L. Dayreka, *Myth, Media and Culture in Star Wars*. 2012. Scarecrow Press.
132. "Tourism as a Postmodern Semiotic Activity." *Semiotica*. Vol. 180, Nov. 14, 2011.
132. "Infamy and Indoctrination in American Media and Politics" in S. Coban, *A "Leftist" Look at the Media*. Everest Publications. 2012.
133. "45 Ways to Make 'Em Laugh." *Israeli Journal of Humor Research*. No. 3, June 2013.