**Hannah Montana & the Culture Industry**

Group 1 Questions

1. Analyze the arguments made by Horkheimer and Adorno on p. 7 in relation to their arguments that “culture now impresses the same stamp on everything” (7) and the so-called demand and need for organization and planning by management. What do you think they are saying about culture and technology? How is this related to economics and the domination by economic elites?

2. Analyze the Hannah Montana clip in relation to these excerpted quotes.

Consider:

 \*In what ways can this film and Miley Cyrus herself be understood as a standardized product?

 \*How can you analyze the film in relation to the needs for organization and planning by management?

 \*How would you respond to the claim that the film is being produced in response to what the public wants

 in light of H&A’s arguments?

Group 2 Questions
1. What is the argument being made about the differentiation between products on p. 8-9? How does the culture industry make products to appear different? Why? Why do H&A believe that these products are, in fact, not different at all?

2. How would you apply this critique of standardization and false-differentiation to Hannah Montana?

 \*How is her film made to appear to be different, unique?

 \*In what ways does it follow a standardized formula?

 \*How does its differentiation depend on this formula?

Group 3 Questions

1. Analyze the arguments being made by H&A on pages 9-10 about how “real life is becoming indistinguishable form the movies” (9). What do they mean by this? Why and how do the movies, according to them, inhibit sustained thought and contemplation? How does this contribute to the masses being invested in “the very ideology which enslaves them” (10)?

2. How would you apply this critique of the movies to the Hannah Montana film?

 \*In what ways does it contribute to a sense of real life being indistinguishable from the movies?

 \*How might it inhibit rather than further contemplation?

 \*How does it participate in maintaining the subordination of the masses, or duping them into accepting

 their own labor conditions?

Group 4 Questions

1. Analyze the arguments being made by H&A on pages 11-12 about amusement. What role does amusement play in maintaining the status quo? How does amusement become an extension of work? How does the kind of amusement provided by the culture industry contribute to pseudo-individuality?

2. How would you apply this critique to the Hannah Montana film?

 \*What kind of amusement does the film provide? How do those pleasures contribute to maintaining the status quo?

 \*Does the film promote a form of pseudo-individuality? In what ways is Hannah Montana a pseudo- individual? How does she perform this pseudo-individuality in the film?

 \*In what ways does the film invite viewers to become pseudo-individuals themselves?