



Stories of Oprah: The Oprahfication of American Culture

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Stories of Oprah is a collection of essays that explores Oprah Winfrey's broad reach as an industry and media brand. Contributors analyze a number of topics touching on the ways in which her cultural output shapes contemporary America. The volume examines how Oprah has fashioned a persona--which emphasizes her rural, poverty-stricken roots over other factors--that helps her popularize her unique blend of New Age spirituality, neoliberal politics, and African American preaching. She packages New Age spirituality through the rhetoric of race, gender, and the black preacher tradition. Oprah's Book Club has reshaped literary publishing, bringing Toni Morrison, William Faulkner, and Cormac McCarthy to a broad number of readers. Her brand extends worldwide through the internet. In this volume writers analyze her positions on teen sexuality, gender, race, and politics, and the impact of Winfrey's confessional mode on mainstream television news.

The book also addresses twenty-first-century issues, showing Winfrey's influence on how Americans and Europeans responded to 9/11, and how Harpo Productions created a deracialized film adaptation of Zora Neale Hurston's classic novel *Their Eyes Were Watching God* in 2005. Throughout, *Stories of Oprah* challenges readers to reflect on how Oprah the Industry has reshaped America's culture, history, and politics.

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Ana Worcester:

In this period of time globalization it is important to someone to receive information. The information will make professionals understand the condition of the world. The health of the world makes the information much easier to share. You can find a lot of references to get information example: internet, magazine, book, and soon. You can see that now, a lot of publisher which print many kinds of book. The actual book that recommended for your requirements is Stories of Oprah: The Oprahfication of American Culture this publication consist a lot of the information with the condition of this world now. This particular book was represented just how can the world has grown up. The words styles that writer make usage of to explain it is easy to understand. Often the writer made some research when he makes this book. That's why this book ideal all of you.

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