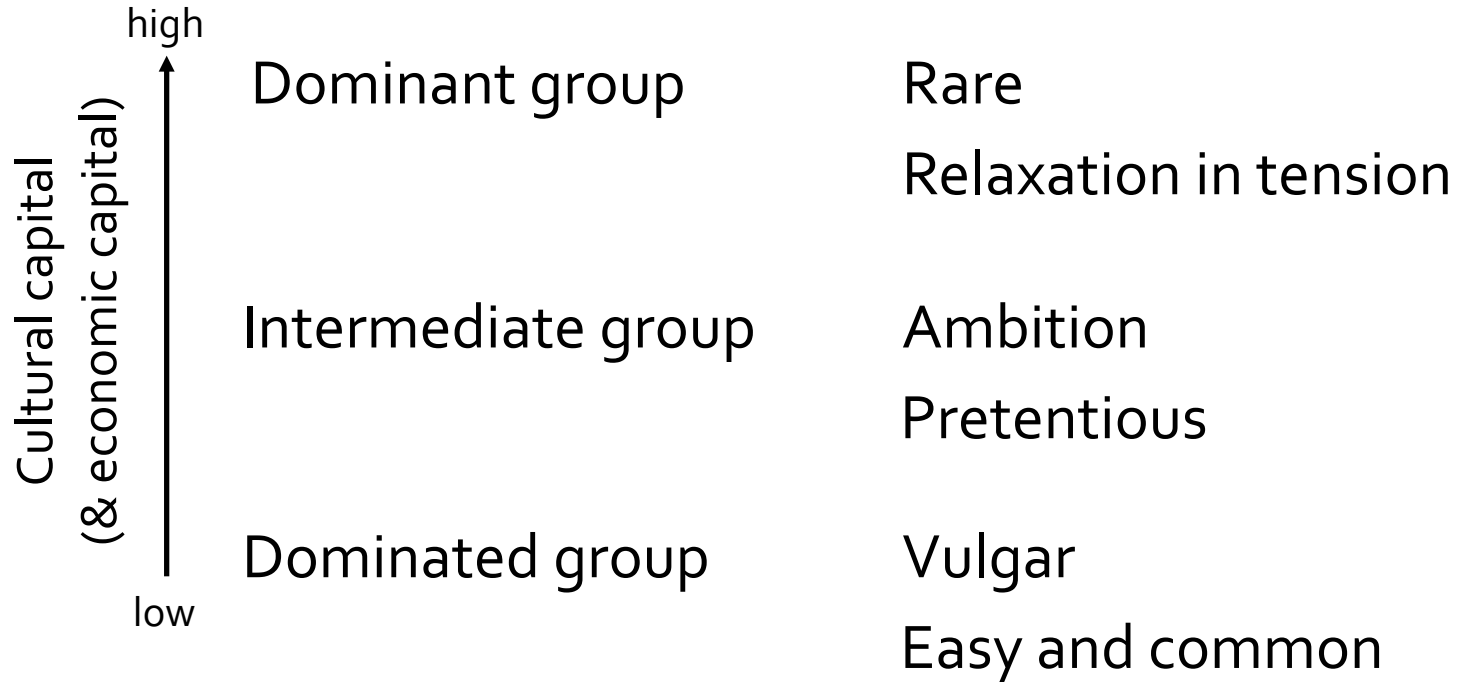


Culture of Services

Session 6-5 Changing Taste

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Bourdieuian framework



Bourdieu, P. (1984). *Distinction: a social critique of the judgement of taste*. (R. Nice). Cambridge: Harvard University Press.

Is this really true?

Cultural elites only listen to classical music?

We may need to update Bourdieu's framework.

Omnivore

Contemporary cultural elites now appreciate a broad range of works

- including things of popular taste.

Those with low cultural capital tend to favor a single or narrow range of items—univores.

Bourdieuian framework is no longer realistic?

Peterson, R. A. (2005). Problems in comparative research:

The example of omnivorousness. *Poetics*, 33(5–6), 257–282.

Rossman, G. & Peterson, R. A. (2015).

The instability of omnivorous cultural taste over time. *Poetics*, 52(C), 139–153.

Distinction

Cultural elites do exist but now distinguish themselves

- by keeping distance from extravagant luxury that has become commonplace.

Holt, D. B. (1998). Does Cultural Capital Structure American Consumption?
Journal of Consumer Research, 25(1), 1–25.

Distinction

Cultural elites do exist but now distinguish themselves

- by keeping distance from extravagant luxury that has become commonplace.

They seek authenticity through one's own unique efforts,

- e.g., hand-made, artisanal and exotic things.

Holt, D. B. (1998). Does Cultural Capital Structure American Consumption?
Journal of Consumer Research, 25(1), 1–25.

Beyond modernity

Social structures have become more fluid.

- We see more diversity,
but at the same time we see more
uniformity among diverse things.

Luxury is no longer rare.

- Elites need to negate the taste again—
double negation.

Jameson, F. (1998). *The Cultural Turn*. London: Verso.

Reckwitz, A. (2017). *The Invention of Creativity*. London: Polity.

Summary

Distinction is always in relation to changing aesthetic practices.

- What used to be luxury is now negated as cheap.

Contemporary taste is quite fluid and subtle

- in relation to the fluid social structures.