Introduction

1. I owe these etymological insights to assistance from Peter Bliss of the University of California, Riverside Library System.

2. “Latin@” and “Chican@” are emergent ways of referring to people without resorting to two ugly forms: sexism and slashes.

3. Of Latin@ and Euro ancestry, Adams grew up in Brooklyn and spent time in Europe. He saw himself as immune to “sectional prejudices,” conscious “only of being an American” and aware of “how different an American now is from the man or woman of any other nation” (1941: viii). His book contains grotesque racial distortions (Native Americans had “unstable . . . nervous systems” and “were of a markedly hysterical make-up” [7]) and is blind to the foundational role of enslaved African and all unpaid female labor in the country’s emergence.

4. I place shudder quotes around “football,” since the use of this word among 4% of the world’s population to describe that rather delicate US sport (in which most players are unable to use their feet to manipulate the ball) is touching but laughable.

5. For more such instances, read D[irecT]o[C]onsumer Perspectives, the marketing magazine that looks to celebrity public relations as an alternative to manifest (honest) advertising.


7. The extreme right has also adopted the term to describe criticisms of human rights abuses by the US military in Iraq (Krauthammer 2004).
Chapter 1

1. The eminent scholar Kurt Danziger was struck when he visited this benighted land by “the tremendous hold that disciplinary loyalties had on social psychologists in North America when compared to their counterparts in some other parts of the world. For us, it really wasn’t that important” (Brock 1995).

2. It might be more appropriate to say that pharma buys culture rather than sidestepping it—corporations in this sector pay for 60% of compulsory continuing education in US medical schools (Carl Elliott 2004).

3. We should note that such flights of fancy were no stranger than many from our own time, of the type described in this and the next chapter.

4. Such rent-seeking conduct has always been part of the psy-function. Freud was a notable example of someone who sought to undermine more scholarly approaches (Hacking 1995: 44).

5. While youth culture is increasingly commodified, it can, of course, produce counterpublics (Giroux 2000: 13; Dolby 2003: 269).

Chapter 2

1. Ritalin is a registered trademark of Novartis Pharmaceuticals.

2. It would be wrong to assume that such conflicts of interest are unique to the United States, of course. The head of the Australian government’s 2007 review of ADHD announced that he saw no ethical dilemmas in being paid by Novartis and Eli Lilly to sit on their advisory boards (Fife-Yeomans 2007).

3. The DEA designation guarantees good data on levels of prescription, as the government sets an annual quota on the production of Schedule II substances in response to pharmaceutical-industry requests and the amount of sales by pharmacies (Diller 1998: 27).

Chapter 3

1. These pieces were published by Connell as a man. He subsequently transitioned to a woman; hence my mixed nomenclature.

2. I owe the wording and ideas here to Ann McClintock.

3. The title was changed to Queer Eye in its third season, when targeted makeovers expanded to include both queers and women.

4. Not surprisingly, Alfred Hitchcock said it earlier and said it better: “Television is like the American toaster, you push the button and the same thing pops up every time” (quoted in Wasko 2005: 10).

Conclusion

1. All translations are my own.