

## Horkheimer and Adorno 2

### Culture industry

#### criticism

1. To find fault with: criticized the decision as unrealistic..
2. To judge the merits and faults of; analyze and evaluate.

#### critique

1. A critical review or commentary, especially one dealing with works of art or literature.
2. A critical discussion of a specified topic.
3. The art of criticism.

#### The Difference between Critique and Criticism

- Criticism finds fault/Critique looks at structure
- Criticism looks for what's lacking/Critique finds what's working
- Criticism condemns what it doesn't understand/Critique asks for clarification
- Criticism is spoken with a cruel wit and sarcastic tongue/Critique's voice is kind,

#### honest, and objective

- Criticism is negative/Critique is positive (even about what isn't working)
- Criticism is vague and general/Critique is concrete and specific
- Criticism has no sense of humor/Critique insists on laughter, too
- Criticism looks for flaws in the writer as well as the writing/Critique addresses only

#### what is on the page

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## Frankfurt School

1. They offered philosophical deliberation on the contemporary culture.
2. Felix Weil was a marxist who provided funds to establish the school at Frankfurt, Germany.
3. With the hope of bringing different trends of Marxism together, Weil organised a week-long symposium (the Erste Marxistische Arbeitswoche) in 1922 attended by Georg Lukacs, Karl Korsch, Karl August Wittfogel, Friedrich Pollock and others. The event was so successful that Weil set about erecting a building and funding salaries for a permanent institute.
4. IN 1923, Carl Grunberg founded the institute initially funded by Weil, as mentioned earlier.
5. Major thinkers associated with the school - Max Horkheimer, Theodor W. Adorno, Erich Fromm, and Herbert Marcuse
6. The school, over the years, focused on developing critical theory and popularising the dialectical method to interrogate contradictions existing in the society. The Frankfurt School scholars are known for their brand of culturally focused neo-Marxist theory—a rethinking of classical Marxism updated to their socio-historical period. This proved seminal for the fields of sociology, cultural studies, and media studies.
7. In 1930 Max Horkheimer became the director of the Institute and recruited many of the scholars who came to be known collectively as the Frankfurt School.
8. In the aftermath of Marx's failed prediction of revolution, these individuals were dismayed by the rise of Orthodox Party Marxism and a dictatorial form of communism. They turned their attention to the problem of rule through ideology, or rule carried out in the realm of culture.
9. They believed that technological advancements in communications and the reproduction of ideas enabled this form of rule. Their ideas overlapped with Italian scholar Antonio Gramsci's theory of cultural hegemony.
10. Walter Benjamin was also associated with it during its peak in the mid-20th century.
11. One of the core concerns of the scholars of the Frankfurt School, especially Horkheimer, Adorno, Benjamin, and Marcuse, was the rise of "mass culture." This phrase refers to the technological developments that allowed for the distribution of cultural products—music, film, and art—on a mass scale.
12. Given the state of pre-WWII Germany, Horkheimer relocated the Institute for its members' safety. In 1933, it moved to Geneva, and two years later, it moved to New York in affiliation with Columbia University. It was re-established in Frankfurt in 1953.
13. Habermas was active in the later years.
14. Few major works -
  - Traditional and Critical Theory, Max Horkheimer
  - Dialectic of Enlightenment, Max Horkheimer and Theodor W. Adorno
  - Culture Industry Reconsidered, Theodor W. Adorno
  - One-Dimensional Man, Herbert Marcuse
  - The Work of Art in the Age of Mechanical Reproduction, Walter Benjamin
15. During this period, critical theory saw a high rise.

## Sources

Wikipedia  
Marxist.org  
Thoughts.co