Public Culture
Society for Transnational Cultural Studies

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Call for Contributions

**Re-iterations**: *Public Culture* seeks contributions to “Re-iterations,” which has three parts: genealogy, etymologies and miscellany.

**genealogy**, *n.*: the descent of three keywords: *public, publicity, and public opinion.* Genealogy is a reprint section that traces the emergence of a family of key terms: *public, publicity, and public opinion.* Historical documents that shed light on earlier occurrences of one or more of these keywords, their interrelationship, and their relation to concepts of civil society, will be considered. Submissions are welcome. The suggested length is six pages. Please include a title page citing facts of publication (name of publisher, place of publication, and date). Please mail submissions to Dilip Gaonkar, Department of Communication Studies, Northwestern University, 1815 Chicago Avenue, Evanston, IL 60208-1340.

**etymologies**, *n. pl.*: true sense or form of the network of keywords: *public, publicity, public opinion, public sphere.*

Etymologies investigates the contemporary uses and meanings of the terms *public, publicity, and public opinion.* Short essays (of approximately six to eight pages) that consider the semantics and pragmatics of one or more of these interrelated terms in the context of a particular language and a particular people are welcome. How do these terms compare across cultures and languages? Do their meanings “translate,” and what do their “mistranslations” bode for comparative social theory grounded in what may be hidden ontological statements about civil society? Please mail essays to Michael M. J. Fischer (S.T.S. Program, Bldg E-51, Rm 201B, M.I.T., 70 Memorial Drive, Cambridge, MA 02139).

**miscellany**, *n.*: a collection of various kinds, especially news clippings, literary extracts, postcards and other images.

Miscellany reprints media accounts of items relevant to public discourse and debate throughout the world. The section seeks to highlight not only the reported phenomena as such, but also the mediated nature of media coverage. *Public Culture* especially seeks pieces that are witty or (unintentionally) ironic. Submissions should include all relevant facts of publication and should be no longer than three pages.

**CyberSalon**: Michael Shapiro is the convenor of *Public Culture*’s on-line discussion group. To join, send an e-mail message, “Add me to on-line discussion” to <public-culture-journal@uchicago.edu>, and we will send you easy-to-follow instructions.

**announcements** of collective projects, conferences, events, and calls for papers will be considered as well. The announcement should be in the form of a press release to facilitate its publication and should be limited to 250–350 words.

/Public Culture, The University of Chicago, 1010 E. 59th Street, Chicago, IL 60637
tel: (312) 702-0814  fax: (312) 702-9861  e-mail: public-culture-journal@uchicago.edu
http://www2.uchicago.edu/jnl-pub-cult/
Editor's Note

*Public Culture* habitués may notice that this issue is slimmer than usual. The prevailing climate of budget cuts and “downsizing” has meant that the journal's revenues—particularly from institutional subscriptions—are presently insufficient to cover the costs of producing three 192-page issues per year. The economics of running an independent, interdisciplinary journal such as *Public Culture*, a journal whose subscription base is not tied to a professional association or conventional academic discipline, requires cost-cutting measures such as reducing both its size and office staff.

In the previous issue we encouraged readers to subscribe themselves, and to send the recommendation card to your librarian. Over the summer the editorial office has sent out several promotional mailings, however nothing convinces librarians to order a journal like the (persistent) recommendation of faculty members and graduate students. From the number of requests for reprinting *Public Culture* essays in course packs, it is apparent that the journal is widely used for teaching as well as research.

As the cultural and economic issues associated with globalization and transnational capitalism increase in complexity and urgency, *Public Culture* continues to be a key forum for an interdisciplinary audience to read, write about and debate these issues. And in these slimmer issues we will nevertheless continue to bring *Public Culture* readers important, insightful work.

Thank you for your continuing support. Please make sure your subscription remains current, and recommend *Public Culture* to your colleagues, students and especially to your librarian.
Public Culture has relied on different editorial arrangements over the last eight years. In the academic year 1995–96, in addition to the associate editors, Arjun Appadurai, Dilip Gaonkar, Michael Fischer and Marilyn Ivy, Lauren Berlant has served as co-editor, and the journal has benefitted from the support of its Editorial Committee whose members are Arjun Appadurai, Jacqueline Bhabha, Dilip Gaonkar, Michael Hanchard, Claudio Lomnitz, Roger Rouse, and Katie Trumpener. And Michael Shapiro has served as the convenor of CyberSalon, Public Culture's online discussion group. Their contributions have been critical to sustaining the work of Public Culture.