

The Printed Image and the Transformation of Popular Culture, 1790-1860 by Patricia Anderson. Oxford, 1991. 244 pp. ISBN 0-19-811236-X; \$59.00.

Patricia Anderson's title promises a more sweeping examination of the printed image than it delivers. Though she does give some attention to other sorts of printed images, her primary focus is the printed image as it appeared in the four major illustrated periodicals of the time—the *Penny Magazine* (1832-45), the *London Journal* (1845-1906), *Reynold's Miscellany* (1846-69), and *Cassell's Illustrated Family Papers* (1853-1932). Still, the limited focus offers much in its own right. The periodicals, in Anderson's view, reflect the transformation of popular culture (which she defines, somewhat loosely, as "the entire culture and associated artifacts of and available to working people") into mass culture.

Eschewing E. P. Thompson's view of popular culture as strictly working class and "oppositional," Ander-

son prefers Stuart Hall's view of it as one site where power relations were enacted. For Anderson, mass culture signifies a change not only of quantity (though that was part of it) but of kind. She quickly surveys the earlier printed imagery of popular culture (including advertising, chapbook, woodcuts, broadsides), religious culture, and the culture of secular radicalism, showing the mixture of the various "cultures." In 1832, however, Anderson sees a significant shift in the dissemination and use of the printed image. Before 1832 (the advent of the *Penny Magazine*), one finds a "non-elitist popular culture of the working population"; after 1832 a much larger cultural formation takes its place, which is primarily, but not wholly, "of and for working people." The medium of the illustrated periodicals provided a new common ground where middle-class, lower middle-class and working people could meet.

Anderson's more nuanced approach to mass culture denies that it brought about "passive acculturation." It was neither, in her view, the "democratization of