

POPULAR

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EDITORIAL

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Dear reader of *Popular Inquiry: The Journal of the Aesthetics of Kitsch, Camp and Mass Culture*, you are reading the first issue of our journal, i.e. Spring 2017. All the texts have already been published in blog format (popularinquiry.com). With the blog we hope to reach unexpected audiences as it is easy to read with smart phones, and even more important, as it is easy to share texts which are in blog format. If anything, sharing in social media is one of the central tenets of today's everyday aesthetics and its use of popular culture. This PDF closes the process and contains everything that we have published during the first half of 2017.

Our journal was born out of a need to create a more open-minded publication venue for theoretical texts on popular culture. Most of us who share a philosophical interest in kitsch, camp and mass culture have encountered many glass ceilings, which are partly due to the arrogant attitude many old school scholars of art still have towards the 'new arts' and partly due to the non-theoretical nature of most popular culture scholars.

We hope to foster a more developed, theoretical and even non-academic intellectual discussion on issues as varied as rap music, sport, malls, popular painting, toys and internet culture – without forgetting the fact that we also feel the need to study critically 'high culture', 'highbrow' and aesthetic hierarchies. Texts on these topics are more than welcome here. We also invite you to work on taking back the popular from the highbrows who appropriated it. Shakespeare was once theater for the people. The audience of Greek tragedies behaved like we behave in today's sport events. And everywhere in the world, folk dance has been made cultural heritage in a stiff way, which has killed the pop in it, i.e. liveliness. We hope you will also write to us about popular culture in your cultural context, whatever that context might be. We would love this journal to be both global and glocal.

The first issue contains three research articles and one review. Ossi Naukkarinen's "Aesthetics of Popular Culture as Environmental Aesthetics" discusses popular ways of dealing with the built environment. Adam Andrzejewski's "Beauty Revealed in Silence" studies TV series, more precisely *Hannibal*, and everyday aesthetics. And Heidi Kosonen's and Susanne Ylönen's "Between Mourning and Ridicule" discusses meme culture, here also connected to TV

series (*Game of Thrones*). As our first review we publish Pauls Daija's text "The Forgotten Popular Culture of Latvia", which presents an exhibition project on the history of popular culture, which the Institute of Literature, Folklore and Art of the University of Latvia conducted at the National Library in Riga.

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