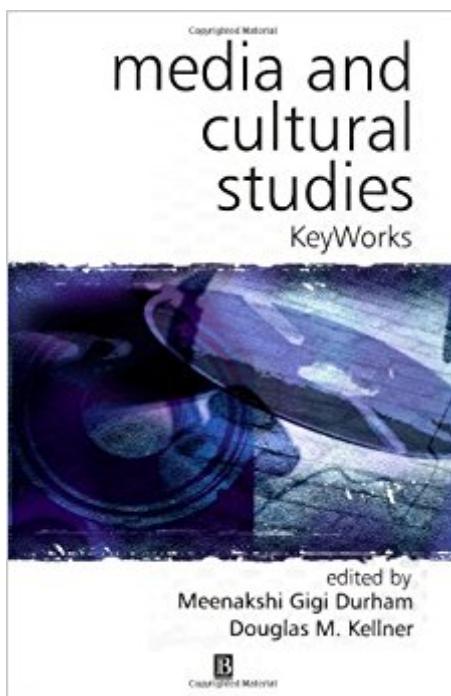


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# Media And Cultural Studies (KeyWorks In Cultural Studies)



## Synopsis

Media and Cultural Studies: KeyWorks is a comprehensive anthology of the most significant and frequently cited theoretical readings pertaining to critical approaches to media culture and communications. Spanning the gamut from the writings of Antonio Gramsci and the Frankfurt School to recent essays on identity, race, gender, and the postmodern turn, this book offers a range of core texts that have never before been collected into a single volume. The burgeoning popularity of media and cultural studies in a variety of academic disciplines makes this book an indispensable scholarly and pedagogical tool, particularly because of the in-depth analytical overview of critical media studies provided in the editors' introduction, as well as the annotations for each section of the book. The scope and depth of the volume fill a longstanding gap in the literature in this area; the book will find a permanent place on the bookshelves of scholars in this field, as well as being required reading for students in cultural studies, media studies, sociology, and related disciplines. Includes an analytical overview that provides a scholarly orientation to the theoretical developments charted in this book. Compiles a comprehensive set of core texts, many of which are out of print or difficult to access. Tracks historic phases in theory, including postmodernism and new media and represents classic Western texts from the likes of Gramsci and Barthes as well as non-Western texts from scholars such as Garcia-Canclini and Mohanty.

## Book Information

Series: KeyWorks in Cultural Studies (Book 3)

Paperback: 656 pages

Publisher: Wiley-Blackwell; 1 edition (February 16, 2001)

Language: English

ISBN-10: 0631220968

ISBN-13: 978-0631220961

Product Dimensions: 9.7 x 6.8 x 1.9 inches

Shipping Weight: 2.8 pounds

Average Customer Review: 4.5 out of 5 stars [See all reviews](#) (6 customer reviews)

Best Sellers Rank: #1,691,449 in Books (See Top 100 in Books) #259 in Books > Politics & Social Sciences > Sociology > Social Theory #2511 in Books > Textbooks > Communication & Journalism > Media Studies #8551 in Books > Humor & Entertainment > Pop Culture > General

## Customer Reviews

Great summary.

Douglas Kellner is Professor at Columbia University and the author of important political books about the media and the Iraq war and the media and 9/11. He is an expert of the philosophy of the Frankfurt School and wrote about Herbert Marcuse. Several texts on the Web prove he tries to combine Media Studies with the approach of the Frankfurt School. Durham and Kellner present an 800 pages anthology which contains the basic stuff as well as less known but interesting new studies. The anthology starts with some key texts by Marx and Engels, Gramsci, Walter Benjamin, Adorno and Horkheimer, Jürgen Habermas and Althusser. Part II introduces structuralism, the semiotic turn, Marshall McLuhan, Guy Debord and Stuart Hall's "Encoding/Decoding" paper. Part IV contains text about gender and the politics of identity. Part V deals with postmodernism and part VI with globalization and hybridization. The anthology includes texts by Paul Gilroy, Angela McRobbie, Frederic Jameson and other important exponents of cultural studies. Durham and Kellner are aware of the need of a political economy and sociology perspective on media and culture. Bourdieu represents sociology, Nicolas Garnham political economy. The introductory text "Adventures in Media and Cultural Studies" insists on the need for different perspectives. This anthology has a central theme and a basic argumentation. Different methodologies and approaches of media and cultural studies can be used in order to extend our understanding of the workings of ideology and hegemony. Other introductions present cultural studies as a continuation of literary studies. This anthology shows cultural studies as a further development of Critical Theory. Durham and Kellner do not include any works by De Certeau, John Fiske and Friedrich Kittler. I use the 2005 revised edition of the anthology. A 2012 edition is out and contains additional material about new technologies.

I was surprised to find that the description of the product was spot on. This book was in excellent condition and there wasn't any distracting writing

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