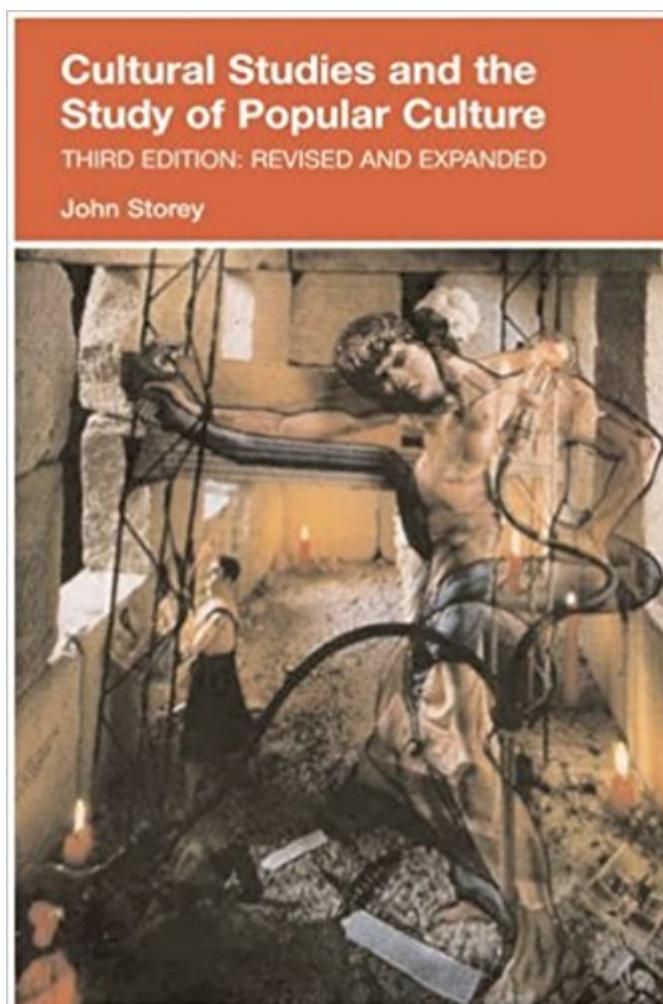


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Synopsis

A revised and fully updated new edition of this best-selling introduction to the study of contemporary popular culture. The book presents an accessible introduction to the range of theories and methods which have been used to study contemporary popular culture. Doing this, it also provides a map of the development of cultural studies through discussion of its most influential approaches. Organised around a series of case studies, each chapter focuses on a different media form and presents a critical overview of the methodology for the actual study of popular culture. Individual chapters cover topics such as television, fiction, film, newspapers and magazines, popular music, consumption (television, fan culture and shopping), and the culture of globalisation. For students new to the field, the book provides instantly usable theories and methods; for those more familiar with the procedures and politics of cultural studies, the book provides a succinct and accessible overview. The third edition has been

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