

Exploring Media Culture: A Guide (Communication and Human Values)

Michael Real



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This unique textbook provides a fresh interpretation of media analysis and cultural studies. Each chapter focuses on a particular aspect of American popular culture - including Hollywood cinema, presidential elections and the Super Bowl - to demystify complex concepts such as ritual, postmodernism and political economy. This use of popular culture texts, narratives and interpretations will enable readers to understand more about this important yet esoteric debate.

Exploring Media Culture synthesizes a wealth of information and research and presents this in an engaging and accessible format.



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