



The John Fiske Collection Understanding Popular Culture

By John Fiske

Routledge. Paperback. Condition: New. 232 pages. Dimensions: 8.3in. x 5.4in. x 0.9in. This revised edition of a now classic text includes a new introduction by Henry Jenkins, explaining Why Fiske Still Matters for today's students, followed by a discussion between former Fiske students Kevin Glynn, Jonathan Gray, and Pamela Wilson on the theme of Reading Fiske and Understanding the Popular. Both underline the continuing relevance of this foundational text in the study of popular culture. What is popular culture? How does it differ from mass culture? And what do popular texts reveal about class, race, and gender dynamics in a society? John Fiske answers these and a host of other questions in Understanding Popular Culture. When it was first written, Understanding Popular Culture took a groundbreaking approach to studying such cultural artifacts as jeans, shopping malls, tabloid newspapers, and TV game shows, which remains relevant today. Fiske differentiates between mass culture, the cultural products put out by an industrialized, capitalist society, and popular culture, the ways in which people use, abuse, and subvert these products to create their own meanings and messages. Rather than focusing on mass culture's attempts to dominate and homogenize, he prefers to look at (and revel in)...



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