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includes a new introduction by Henry Jenkins, explaining 'Why Fiske Still Matters' for today's students, followed by a discussion between former Fiske students Ron Becker, Elana Levine, Darrell Newton and Pamela Wilson on the theme of 'Structuralism and Semiotics, Fiske-Style'.

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and theories on communication studies by making use of local examples from the mass media, as well as relevant political and social experiences. The book is divided into two parts.

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communication Studies in culture and communication The American studies collection: Author: John Fiske: Edition: illustrated, reprint: Publisher: Routledge, 1990: ISBN: 0415046726, 9780415046725: Length: 203 pages: Subjects

Introduction to Communication Studies - John Fiske ...

This classic text provides a lucid, accessible introduction to the main authorities in the field of communication studies, aimed at students coming to the subject for the first time. It outlines a range of methods of analysing examples of communication, and describes the theories underpinning them.

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