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Music; 43 Artistic Texts; 44 Psychoanalysis and Literature; 45 Humor and Communication; 46 On Comedy; 47 What Does Art Do?; 48 Interpretation and Art; 49 The Society of Spectacle; 50 Representation and Difference; Appendix: Learning Games and Activities; Glossary; Selected Bibliography; Biographies of KeyText Authors; Index; About the Author

Sommario/riassunto

In *50 Ways to Understand Communication*, Arthur Asa Berger familiarizes readers with important concepts written by leading communication and cultural theorists, such as Saussure, LZvi-Strauss, de Certeau, McLuhan, Postman, and many others. Organized in fifty short segments, this concise guide covers a wide range of important ideas from psychoanalysis and semiology to humor, 'otherness,' and nonverbal communication. Berger's clear explanations surround this assortment of influential writing. This engaging, accessible book is essential for students of communication and anyone interested in how we
