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Nota di contenuto	BOOK COVER; TITLE; COPYRIGHT; CONTENTS; ACKNOWLEDGEMENTS; WHY FISKE STILL MATTERS; READING FISKE AND UNDERSTANDING THE POPULAR; NOTES ON CONTRIBUTORS; PREFACE; 1 THE JEANING OF AMERICA; 2 COMMODITIES AND CULTURE; 3 PRODUCTIVE PLEASURES; 4 OFFENSIVE BODIES AND CARNIVAL PLEASURES; 5 POPULAR TEXTS; 6 POPULAR DISCRIMINATION; 7 POLITICS; REFERENCES; INDEX
Sommario/riassunto	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?

