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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Nota di contenuto	Preface -- Acknowledgements -- Cultural studies: what's the point? -- Cultural studies: what it is -- Cultural studies: what's wrong -- Cultural studies: what it was -- Cultural studies: what next? -- References -- Index.
Sommario/riassunto	Why Cultural Studies? is a rallying call for a reinvigoration of the project of cultural studies that provides a critical analysis of its meteoric rise to the academic fore and makes a convincing argument for the pressing need for a renewed investment in, and re-evaluation of, its core ideals. Rodman argues that there are valuable lessons we can learn from cultural studies' past that have the potential to lead cultural studies to an invigorated and viable future. Makes the claim that cultural studies isn't - and shouldn't be - solely an academic subject, but open to both academics and non-acade