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Lingua di pubblicazione	Inglese
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Nota di contenuto	Introduction: Li'l Abner and Critical Multimodal Discourse Analysis -- 1. Communication: What Objects Tell Us -- 2. Language: Speed Dating -- 3. Metaphor: Love is a Game -- 4. Words: Freud on Dreams -- 5. Images: Advertising -- 6. Signs: Fashion -- 7. Narratives: Fairy Tales -- 8. Texts: Hamlet -- 9. Myths: The Myth Model -- 10. Genres: Uses and Gratifications -- 11. Humor: Jokes -- 12. Intertextuality: Parody -- 13. Rituals: Smoking -- 14. Lifestyles: Grid-Group Theory -- 15. Sacred and Profane: Department Stores and Cathedrals -- 16. Ideology: The Prisoner -- 17. Culture: Identity -- 18. Nobrow Culture: The Maltese Falcon.
Sommario/riassunto	This book, written in an accessible style and illustrated with drawings

by the author and with many other images, discusses the basic principles of discourse theory and applies them to various aspects of popular culture, media and everyday life. Among the topics it analyzes are speed dating, advertising, jokes, language use, myths, fairy tales and material culture. Arthur Asa Berger is Professor Emeritus of Broadcast and Electronic Communication Arts at San Francisco State University, USA. He has published more than seventy books on media, popular culture, humor, semiotics and tourism. He was a Fulbright lecturer in Italy in 1963 and has lectured in countries such as Iran, China, Indonesia, Germany, and Argentina. He was elected to the University of Iowa School of Journalism and Mass Communication Hall of Fame in 2009.
