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Sommario/riassunto

Come on Down represents an introduction to popular media culture in Britain since 1945. It discusses the ways in which popular culture can be studied, understood and appreciated, and covers its key analytical issues and some of its most important forms and processes. The contributors analyse some of popular culture's leading and most representative expressions such as TV soaps, quizzes and game shows, TV for children, media treatment of the monarchy, Pop Music, Comedy, Advertising, Consumerism and Americanization. The diversity of both subject matter and argument is the most distinctive feature