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Edizione	[Third edition.]
Descrizione fisica	1 online resource (248 pages)
Collana	Studies in Culture and Communication.
Altri autori (Persone)	BeckerRon JenkinsHenry
Disciplina	302.2
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Formato	Materiale a stampa
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Note generali	"With a new introductory essay on Why Fiske still matters, by Henry Jenkins, and with a new discussion on the topic of Structuralism and semiotics, Fiske-style, between Ron Becker, Elana Levine, Darrell Newton and Pamela Wilson."
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	BOOK COVER; TITLE; COPYRIGHT; CONTENTS; LIST OF PLATES; ACKNOWLEDGEMENTS; WHY FISKE STILL MATTERS; STRUCTURALISM AND SEMIOTICS, FISKE-STYLE; NOTES ON CONTRIBUTORS; GENERAL EDITOR'S PREFACE; AUTHOR'S NOTE; INTRODUCTION: WHAT IS COMMUNICATION?; 1 COMMUNICATION THEORY; 2 OTHER MODELS; 3 COMMUNICATION, MEANING, AND SIGNS; 4 CODES; 5 SIGNIFICATION; 6 SEMIOTIC METHODS AND APPLICATIONS; 7 STRUCTURALIST THEORY AND APPLICATIONS; 8 EMPIRICAL METHODS; 9 IDEOLOGY AND MEANINGS; CONCLUSION; REFERENCES; BIBLIOGRAPHY; 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 Ron Becker,

Elana Levine, Darrell Newton and Pamela Wilson on the theme of 'Structuralism and Semiotics, Fiske-Style'. Both underline the continuing relevance of this foundational text in communication studies. How can we study communication? What are the main theories and methods of approach? This classic text provides a lucid, accessible introduction to
