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Sinopsis

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Its a comprehensive introduction to the British tradition of cultural studies. Turner offers an accessible overview of the central themes that have informed British cultural studies: language, semiotics, Marxism and ideology, individualism, subjectivity and discourse. Beginning with a history of cultural studies, Turner discusses the work of such pioneers as Raymond Williams, Richard Hoggart, E. P.Thompson, Stuart Hall and the Birmingham Centre for Contemporary Cultural Studies. He then explores the central theorists and categories of British cultural studies: texts and contexts; audience; everyday life; ideology; politics, gender and race.

The third edition of this successful text has been fully revised and updated to include:

- * How to apply the principles of cultural studies and how to read a text
- * An overview of recent ethnographic studies
- * Discussion of anthropological theories of consumption
- * Questions of identity and new ethnicities
- * How to do cultural studies, and an evaluation of recent research methodologies
- * A fully updated and comprehensive bibliography