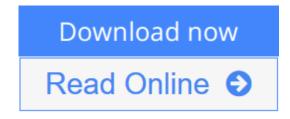


# Introducing Cultural and Media Studies: A Semiotic Approach

By Tony Thwaites, Lloyd Davis, Warwick Mules



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This second edition of the popular introductory textbook *Introducing Cultural* and *Media Studies*, has been thoroughly revised and updated for a new generation of students taking introductory courses in cultural studies and cultural analysis at a tertiary level. Clear, applied and very easy to follow, it provides a solid grounding in the key terms and theories necessary for the study of popular culture and media texts. Without underestimating the complexity of the social, this text encourages a critical and inventive attitude to cultural theory and, through its practical step-by-step approach, is very confidence-building. References and resources have been revised to include world wide web addresses, and examples are tailored to appeal to a broad international readership.



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TONY THWAITES teaches and writes on cultural studies and literary studies at the University of Queensland. His most recent book is a study of James Joyce, *Joycean Temporalities: Debts, Promises and Countersignatures* (University Press of Florida, 2001).

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