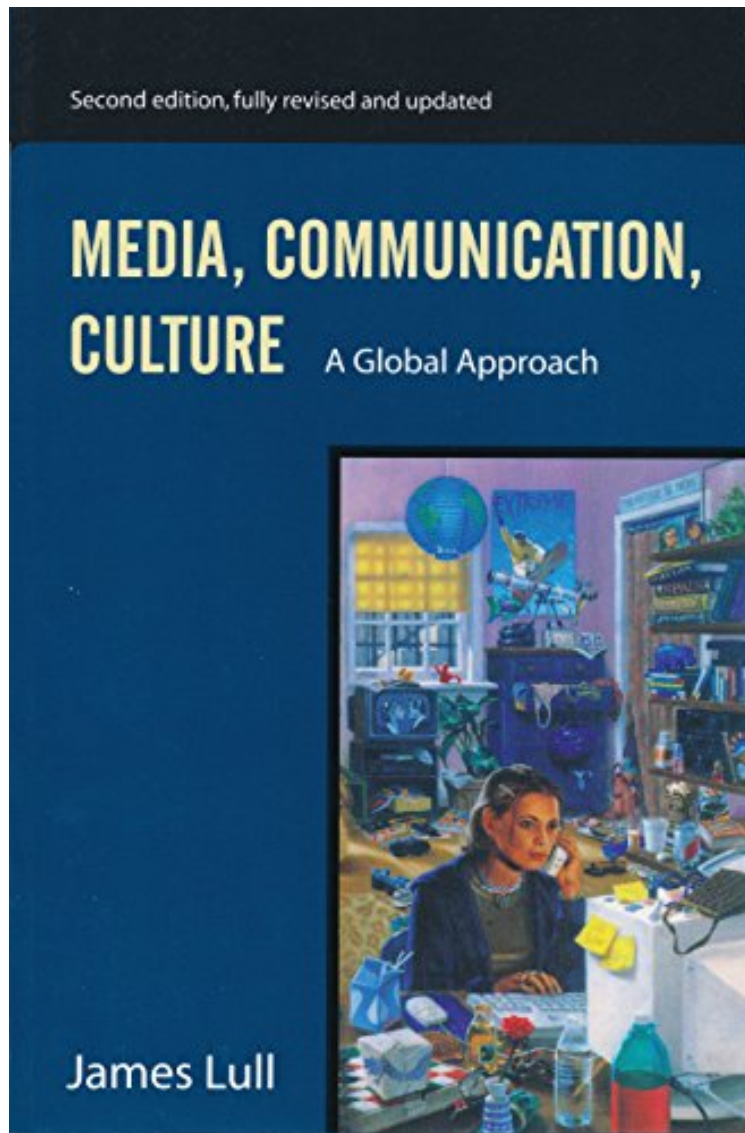


Media, Communication, Culture

James Lull

ePub | *DOC | audiobook | ebooks | Download PDF



[Download](#)

[Read Online](#)

#515031 in Books James Lull 2000-05-15 Original language: English PDF # 1 9.04 x .73 x 6.011, 1.02 #File Name: 0231120737288 pages Media Communication and Culture A Global Approach | File size: 55.Mb

James Lull : Media, Communication, Culture before purchasing it in order to gage whether or not it would be worth my time, and all praised Media, Communication, Culture:

0 of 0 people found the following review helpful. Good textbook By Texaswomyn Not like other textbooks!!! Informative, but in a well written manner!! So, stuff does go on a bit to long and can cause you to get lost, but overall good textbook!! 0 of 0 people found the following review helpful. Required for a class By Pennie Boyett The book was written in 2000 and the world is a different place. I don't know how it will be used in class, but the first two chapters

are a view into the past. However, the book arrived promptly, in an excellent condition, and was reasonably priced, so I cannot complain. 4 of 4 people found the following review helpful. Top-notch reading! By L.G. Explores fascinating, challenging and modern concepts and examples that academic and nonacademic readers can understand and appreciate. An inspiring way of thinking about the many connections among media, communication and culture. What makes this book so special is the original and provocative content and reader-friendly style. Lull guides the reader from basic concepts like ideology and the active media audience to sophisticated ideas like symbolic power, transculturation, and the superculture. This book sparks new ways of thinking globally about communication and culture and how media plays a role in both. Highly recommended.

James Lull's classic work on media and culture in the global perspective is thoroughly revised, expanded, and updated. Drawing on the best contemporary social and cultural theory, the noted scholar offers a balanced, bold, and comprehensive analysis of current developments worldwide. In his familiar, reader-friendly style, Lull brings to life a wide range of examples, from hip-hop hybrids of New Zealand's Maori youth and the divergent meanings of race and culture in the United States and Brazil, to ethnic malls in California and the global impact of McDonald's and Microsoft. Complex theoretical ideas are explained in a clear and engaging way that challenges traditional understandings. By connecting major streams of theory to the latest trends in the global cultural mix, the new edition of *Media, Communication, Culture* provides a fresh and unsurpassed introduction to media, communication, and cultural studies.

"A cogent introduction to the current state of media and cultural studies." -- "London Times Literary Supplement"
"A cogent introduction to the current state of media and cultural studies." -- London Times Literary Supplement
"A cogent introduction to the current state of media and cultural studies." -- "London Times Literary Supplement"
About the Author
James Lull is Professor Emeritus of communication studies at San Jose State University and is the author of several books on global communication, culture, and human evolution including the forthcoming *The Language of Life: How Communication Drives Human Evolution*.