

Contents

List of Contributors	vii
Acknowledgements	ix
General Introduction	1

Section I: Cultural Theory

Introduction	9
* 1. Signification, Representation, Ideology: Althusser and the Post-Structuralist Debates Stuart Hall	11
* 2. British Cultural Studies and the Pitfalls of Identity Paul Gilroy	35
3. Postmodernism: The Rough Guide David Morley	50
4. The Impossible Object: Towards a Sociology of the Sublime Dick Hebdige	66
5. Subject to Change without Notice: Psychology, Postmodernity and the Popular Valerie Walkerdine	96
6. Rethinking Mass Communications James Curran	119

Section II: Cultural Production

Introduction	169
7. <i>More!</i> : New Sexualities in Girls' and Women's Magazines Angela McRobbie	172
8. Rethinking Popular Music after Rock and Soul David Hesmondhalgh	195

vi *Contents*

9. Approaches to the New Hollywood
Yvonne Tasker 213
10. Feminism, Technology and Representation
Sarah Kember 229

Section III: Cultural Analysis and Consumption

- Introduction 251
11. The New Revisionism in Mass Communication Research:
A Reappraisal 256
James Curran
- ⑫ Populism, Revisionism and the 'New' Audience Research 279
David Morley
13. (i) Media Dialogue: A Reply 294
James Curran
- ⑫ (ii) Media Dialogue: Reading the Readings of the Readings ... 300
David Morley
14. Feminism and Media Consumption 306
Christine Geraghty
15. Popular Culture and the Eroticization of Little Girls 323
Valerie Walkerdine
16. Ethnography, Anthropology and Cultural Studies: Links
and Connections 334
Gareth Stanton
- Index 359