

CONTENTS

Preface to third edition	vii
1 CULTURAL STUDIES AND THE STUDY OF POPULAR CULTURE: AN INTRODUCTION	1
Cultural Studies and Popular Culture	1
More about this Book	7
Notes	8
2 TELEVISION	9
Encoding and Decoding Televisual Discourse	9
Television Talk	18
Television and 'The Ideology of Mass Culture'	25
The Two Economies of Television	32
New Media, YouTube and Post-Television	34
Notes	40
3 FICTION	42
Reading the Popular	42
Ideology and Symptomatic Reading	43
Reception Theory	47
Reading Formations	55
Feminism and Romance Reading	66
Notes	76

Cultural Studies and the Study of Popular Culture

4	FILM	78
	Structuralism and Film	78
	Visual Pleasure and Film	83
	Cultural Studies and Film	85
5	NEWSPAPERS AND MAGAZINES	93
	The Popular Press	93
	Magazines for Women and Girls	99
	Reading Visual Culture	109
	Celebrity and Print Media	115
	Notes	117
6	MUSIC	118
	The Political Economy of Pop Music	118
	Youth and Pop Music	124
	Subcultures, Ethnography and Structural Homologies	126
	Words and Music: Making Plain Talk Dance	131
	Politics and Pop Music	134
	Notes	137
7	CONSUMPTION IN EVERYDAY LIFE	138
	Consumption and Cultural Studies	138
	Subcultural Consumption	141
	Fan Cultures and Textual Poaching	147
	Shopping as Popular Culture	156
	Notes	159
8	GLOBALISATION AND POPULAR CULTURE	160
	Globalisation	160
	Globalisation as Cultural Americanisation	161
	Hegemony and Globalisation	171
	Note	172
9	POSTSCRIPT: THE CIRCUIT OF CULTURE	173
	References	179
	Index	187