

# Contents

<i>Series Preface</i>	ix
<i>Acknowledgments</i>	xi
Introduction: Media Literacy and Semiotics	1
1 Media Literacy and Semiotics	11
2 The Necessary Ambiguity of Communication	37
3 Power and Proxy in Media Semiotics	57
4 Audiences, Identity, and the Semiotics of Space	75
5 Entertainment, Culture, Ideology, and Myth	93
6 The Narrative Semiotics of <i>The Daily Show</i>	119
7 News, Culture, Information, and Entertainment	139
<i>Glossary</i>	155
<i>Notes</i>	163
<i>Bibliography</i>	173
<i>Index</i>	179