

Re-reading popular culture / Joke Hermes

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Abstrak

"Re-reading popular culture" is an entertaining investigation of the meanings and value of popular culture today. It explores the theme of cultural citizenship by combining textual analysis and media reception theory to analyze popular culture. It includes such contemporary issues as the rewriting of masculinity after the success of feminism, and the layers of meaning in semi-public and private talk of multiculturalism and ethnicity. It traces its topics across a variety of media forms and texts, including sports; detective fiction and police series; and, children's television and games.