



## Understanding Popular Culture (Volume 4)

By John Fiske

Download now

Read Online ➔

### Understanding Popular Culture (Volume 4) By John Fiske

This revised edition of a now classic text includes a new introduction by Henry Jenkins, explaining 'Why Fiske Still Matters' for today's students, followed by a discussion between former Fiske students Kevin Glynn, Jonathan Gray, and Pamela Wilson on the theme of 'Reading Fiske and Understanding the Popular'. Both underline the continuing relevance of this foundational text in the study of popular culture.

What is popular culture? How does it differ from mass culture? And what do popular "texts" reveal about class, race, and gender dynamics in a society? John Fiske answers these and a host of other questions in *Understanding Popular Culture*.

When it was first written, *Understanding Popular Culture* took a groundbreaking approach to studying such cultural artifacts as jeans, shopping malls, tabloid newspapers, and TV game shows, which remains relevant today. Fiske differentiates between mass culture – the cultural "products" put out by an industrialized, capitalist society – and popular culture – the ways in which people use, abuse, and subvert these products to create their own meanings and messages. Rather than focusing on mass culture's attempts to dominate and homogenize, he prefers to look at (and revel in) popular culture's evasions and manipulations of these attempts.

Designed as a companion to *Reading the Popular*, *Understanding Popular Culture* presents a radically different theory of what it means for culture to be popular: that it is, literally, of the people. It is not imposed on them, it is created by them, and its pleasures and meanings reflect popular tastes and concerns – and a rejection of those fostered by mass culture. With wit, clarity, and insight, Professor Fiske debunks the myth of the mindless mass audience, and demonstrates that, in myriad ways, popular culture thrives because that audience is more aware than anyone guesses.

↓ [Download Understanding Popular Culture \(Volume 4\) ...pdf](#)

 [\*\*Read Online\*\* Understanding Popular Culture \(Volume 4\) ...pdf](#)

# Understanding Popular Culture (Volume 4)

By John Fiske

## Understanding Popular Culture (Volume 4) By John Fiske

This revised edition of a now classic text includes a new introduction by Henry Jenkins, explaining 'Why Fiske Still Matters' for today's students, followed by a discussion between former Fiske students Kevin Glynn, Jonathan Gray, and Pamela Wilson on the theme of 'Reading Fiske and Understanding the Popular'. Both underline the continuing relevance of this foundational text in the study of popular culture.

What is popular culture? How does it differ from mass culture? And what do popular "texts" reveal about class, race, and gender dynamics in a society? John Fiske answers these and a host of other questions in *Understanding Popular Culture*.

When it was first written, *Understanding Popular Culture* took a groundbreaking approach to studying such cultural artifacts as jeans, shopping malls, tabloid newspapers, and TV game shows, which remains relevant today. Fiske differentiates between mass culture – the cultural "products" put out by an industrialized, capitalist society – and popular culture – the ways in which people use, abuse, and subvert these products to create their own meanings and messages. Rather than focusing on mass culture's attempts to dominate and homogenize, he prefers to look at (and revel in) popular culture's evasions and manipulations of these attempts.

Designed as a companion to *Reading the Popular*, *Understanding Popular Culture* presents a radically different theory of what it means for culture to be popular: that it is, literally, of the people. It is not imposed on them, it is created by them, and its pleasures and meanings reflect popular tastes and concerns – and a rejection of those fostered by mass culture. With wit, clarity, and insight, Professor Fiske debunks the myth of the mindless mass audience, and demonstrates that, in myriad ways, popular culture thrives because that audience is more aware than anyone guesses.

## Understanding Popular Culture (Volume 4) By John Fiske Bibliography

- Sales Rank: #1123694 in Books
- Brand: imusti
- Published on: 2010-11-11
- Released on: 2010-09-30
- Original language: English
- Number of items: 1
- Dimensions: 8.50" h x .53" w x 5.43" l, .65 pounds
- Binding: Paperback
- 232 pages

 [Download Understanding Popular Culture \(Volume 4\) ...pdf](#)

 [Read Online Understanding Popular Culture \(Volume 4\) ...pdf](#)

## **Editorial Review**

Review

**'Well-written and accessible. Making the difficult seem easy is Fiske's great talent. No introductory reading list in the field would be complete without a Fiske.'** - *Sociology Magazine*

About the Author

**John Fiske** is Professor Emeritus in the Department of Communication Arts at the University of Wisconsin-Madison, USA.

## **Users Review**

**From reader reviews:**

**Ann Birdsell:**

In this 21st hundred years, people become competitive in most way. By being competitive at this point, people have do something to make these individuals survives, being in the middle of often the crowded place and notice by surrounding. One thing that sometimes many people have underestimated this for a while is reading. Yeah, by reading a publication your ability to survive improve then having chance to stand than other is high. To suit your needs who want to start reading any book, we give you this kind of Understanding Popular Culture (Volume 4) book as beginning and daily reading guide. Why, because this book is greater than just a book.

**Jeffrey Dominguez:**

The experience that you get from Understanding Popular Culture (Volume 4) is a more deep you digging the information that hide inside words the more you get thinking about reading it. It doesn't mean that this book is hard to understand but Understanding Popular Culture (Volume 4) giving you enjoyment feeling of reading. The copy writer conveys their point in certain way that can be understood simply by anyone who read it because the author of this guide is well-known enough. This kind of book also makes your own personal vocabulary increase well. Therefore it is easy to understand then can go along with you, both in printed or e-book style are available. We advise you for having this Understanding Popular Culture (Volume 4) instantly.

**Audrey Spence:**

The actual book Understanding Popular Culture (Volume 4) has a lot associated with on it. So when you check out this book you can get a lot of gain. The book was written by the very famous author. Mcdougal makes some research before write this book. This particular book very easy to read you will get the point easily after reading this book.

**Derek Clancy:**

You can spend your free time to read this book this book. This Understanding Popular Culture (Volume 4) is simple to develop you can read it in the park, in the beach, train and also soon. If you did not possess much space to bring the actual printed book, you can buy typically the e-book. It is make you much easier to read it. You can save the particular book in your smart phone. Therefore there are a lot of benefits that you will get when you buy this book.

**Download and Read Online Understanding Popular Culture  
(Volume 4) By John Fiske #4Z3D7OHPM8S**

# **Read Understanding Popular Culture (Volume 4) By John Fiske for online ebook**

Understanding Popular Culture (Volume 4) By John Fiske Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Understanding Popular Culture (Volume 4) By John Fiske books to read online.

## **Online Understanding Popular Culture (Volume 4) By John Fiske ebook PDF download**

**Understanding Popular Culture (Volume 4) By John Fiske Doc**

**Understanding Popular Culture (Volume 4) By John Fiske Mobipocket**

**Understanding Popular Culture (Volume 4) By John Fiske EPub**

**4Z3D7OHPM8S: Understanding Popular Culture (Volume 4) By John Fiske**