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Introduction to Communication Studies. John Fiske. Routledge, Oct 18, 2010- Language Arts & Disciplines- 248 pages. 0Reviews. 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 Ron Becker, Elana Levine, Darrell Newton and Pamela Wilson on the theme of ‘ Structuralism and Semiotics, Fiske-Style ’ .

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I read Fiske ' s Introduction into Communication Studies while attending a University survey course on Media Theory. The book is actually mostly an introduction into semiotics and Structuralism. Fiske ' s strength is his ability to explain quite complex theories in a readable way.

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An Introduction To Communication Studies. In this introductory textbook, the author contextualises approaches and theories on communication studies by making use of local examples from the mass media, as well as relevant political and social experiences. The book is divided into two parts.

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## Introduction to Communication Studies - John Fiske ...

This classic text provides a lucid, accessible introduction to the main authorities in the field of communication studies, aimed at students coming to the subject for the first time. It outlines a range of methods of analysing examples of communication, and describes the theories underpinning them.

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1.1: Communication - History and Forms We will define communication as the process of generating meaning by sending and receiving verbal and nonverbal symbols and signs that are influenced by multiple contexts. This definition builds on other definitions of communication that have been rephrased and refined over many years.

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