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In this guide to cultural criticism, Arthur Asa Berger presents complex concepts in jargon-free language, making the book an ideal introductory text. It covers the key theorists, concepts, and subject areas, from literary, sociological and psychoanalytical theories of semiotics and Marxism. Berger brings cultural criticism to life by making these theories relevant to see students' lives. Illustrating his explanations with excerpts from classic works, Berger gives readers a sense of the style of important thinkers and helps place them in context. There is an extensive bibliography which will be an invaluable resource for those who wish to explore the topics in greater depth.

Media Research Techniques, Second Edition is designed to provide introductory techniques that

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new for this edition, Berger details activities, simulations, and games that can move players from pure theory to making sense of creative work.

Arthur Asa Berger elucidates narrative theory and applies it to readers' everyday experiences with popular forms of mass media. This unique book demonstrates how to interpret narratives while presenting the analysis in an accessible manner.

No (spy story), War of the Worlds (science fiction), and Frankenstein (horror). Viewing these works in the context of their respective genres is not only instructive but fascinating reading as well.

This brief, practical guide illustrates the most common kinds of business correspondence that a university professor is required to produce and offers useful advice to make these communications as effective as possible. The author also offers general suggestions on effective writing, including brainstorming and collaborating, persuasion, outlining and revising, and designing documents.

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