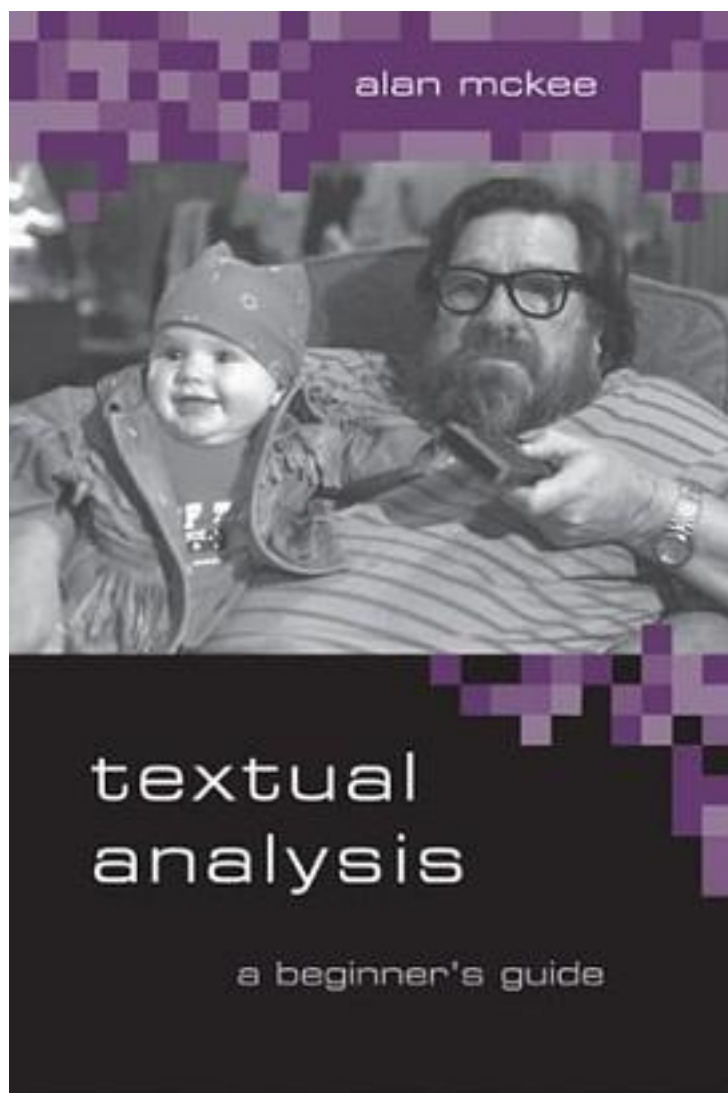


Textual Analysis



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著者:Alan McKee

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` Alan McKee presents a student friendly introduction to the analysis of cultural texts. The book highlights the cultural differences in interpretation with an array of fascinating examples. Textual Analysis is written in an accessible style with several useful case studies. Each chapter also includes exercises for classroom' - Jane Stokes, London Metropolitan University

` McKee is a gifted practitioner of the skills he would teach in this book, as well as a lively and engaging writer and one who has a real commitment to making his ideas available to a larger public' - Henry Jenkins, Massachusetts Institute of Technology

This book provides an indispensable basic introduction to textual analysis. McKee starts from the most basic philosophical foundations that underlie the practice and explains why texts are important and what they tell us about the world they represent.

Textual Analysis guides students away from finding the `correct' interpretation of a text and explains why we can't simply ask audiences about the interpretations they make of texts.

Textual Analysis:

- points to the importance of context, genre and modality
- uses excellent examples drawn from popular culture
- provides students with a solid grounding on many of the important concepts underlying media and cultural studies

Written in an accessible and straightforward style Textual Analysis: A Beginners Guide will be essential reading for all students of media, cultural and communication studies.

作者介绍:

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评论

好看的教材

语言简单生动。

薄薄的小书，作为入门读物的确不错，每章后都有Case Study。

说得浅，只谈所谓textual analysis as methodology有点含糊，到底咋解析出“sense-making processes”的，多说些“how”少一点“this is not the only interpretation”，初学指南的标准是这样？

还不错，私以为第三章interpretation还是挺能帮助初学者找到分析media text的感觉的

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书评

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