



Introducing Cultural Studies

By Ziauddin Sardar

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Cultural studies signals a major academic revolution as we begin the new millennium. But what exactly is it, and how is it applied? It is a discipline that claims not to be a discipline - a radical critical approach for understanding racial, national, social and gender identities. *Introducing Cultural Studies* provides an incisive tour through the minefield of this complex subject, charting its origins in Britain and its migration to the USA, Canada, France, Australia and South Asia, examining the ideas of its leading exponents and providing a flavour of its use around the world. Covering the ground from Gramsci to Raymond Williams, postcolonial discourse to the politics of diaspora, feminism to queer theory, technoculture and the media to globalization, it serves as an insightful guide to the essential concepts of this fascinating area of study. It is essential reading for all those concerned with the quickening pulse of old, new and emerging cultures.

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