Contents

List of figures vii
Introduction 1

Part I First principles

1 The idea of cultural studies 11
Language and culture 12
Semiotics and signification 16
Marxism and ideology 22
Individualism and subjectivity 26
Texts, contexts and discourses 28
Applying the principles 32

2 The British tradition: a short history 38
Hoggart and The Uses of Literacy 43
Raymond Williams 47
E. P. Thompson and culturalism 63
Stuart Hall 66
The Birmingham Centre for Contemporary Cultural Studies 70
Other 'centres' 74

Part II Central categories

3 Texts and contexts 81
Encoding/decoding 83
The establishment of textual analysis 88
Dethroning the text 102
Polysemy, ambiguity and reading texts 108

4 Audiences 122
Morley and the Nationwide *audience* 122
Watching with the audience: Dorothy Hobson and Crossroads 126
Widening the frame: TV in the home 133
Text and audience: Buckingham's EastEnders 139
Media audiences and ethnography 147
The audience as fiction 151

5 Ethnographies, histories and sociologies 156
Ethnography 156
Historians and cultural studies 167
Sociology, cultural studies and media institutions 174

6 Ideology 182
The return of the repressed 183
The turn to Gramsci 193
The retreat from ideology: resistance, pleasure and the new revisionism 198
Postmodernism 207

7 Politics 215
Politics, class and cultural studies 215
Women take issue 222
There ain't no black . . . 227
Conclusion 234

Notes 236
Bibliography 241
About the author 253
Index 254