



Popular Culture Genres: Theories and Texts (Feminist Perspective on Communication)

Arthur Asa Berger

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An introduction to genre analysis, this highly readable volume presents key concepts in an accessible manner for undergraduate courses in film, TV, media criticism and cultural studies. The texts are representative of horror, science fiction, spy, classic detective, and tough guy detective genres, and readers may make their own analyses of texts based on the methods explained and the examples offered.

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