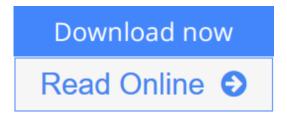


Remodelling Communication: From WWII to the WWW (Toronto Studies in Semiotics and Communication)

By Gary Genosko



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Covering major developments from post-war cybernetics and telegraphy to the Internet and our networked society, *Remodelling Communication* explores the critical literature from across disciplines and eras on the models used for studying communications and culture.

Proceeding model-by-model, Genosko provides detailed explanations of mathematical, semiotic, and reception theory's encoding/decoding models, as well as Baudrillard's critique of models and general models that bring together a variety of disciplinary perspectives. Providing a dynamic, forward-looking reorientation towards a new universe of reference, *Remodelling Communication* makes a significant, productive contribution to communication theory.



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Sales Rank: #4224819 in Books
Published on: 2013-05-02
Original language: English

• Number of items: 1

• Dimensions: 9.00" h x .45" w x 6.00" l, .66 pounds

• Binding: Paperback

• 172 pages

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Review

'A useful resource for people in critical cultural studies, media studies, semiotics, and communication... Recommended.' (W. Alvarez *Choice Magazine; vol 50:03:2012*)

'This book tackles a challenging issue of tracing the communication models from the beginning of the field of communication to the present... This is an intriguing and important book.'

(Emile McAnany Communication Research Trends vol 34:01:2015)

'This text provides intriguing contextualization of the seminal communication models and points the reader down further argumentative paths.'

(Aaron Tucker *University of Toronto Quarterly vol* 84:03:2015)

About the Author

Gary Genosko is Canada Research Chair in Technoculture and a professor in the Department of Sociology at Lakehead University.

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