



# 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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**Remodelling Communication: From WWII to the WWW (Toronto Studies in Semiotics and Communication)** By Gary Genosko Bibliography

- 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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