



Why Cultural Studies

Gilbert B. Rodman

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Why Cultural Studies? is a rallying call for a reinvigoration of the project of cultural studies that provides a critical analysis of its meteoric rise to the academic fore and makes a convincing argument for the pressing need for a renewed investment in, and re-evaluation of, its core ideals.

- Rodman argues that there are valuable lessons we can learn from cultural studies' past that have the potential to lead cultural studies to an invigorated and viable future
- Makes the claim that cultural studies isn't and shouldn't be solely an academic subject, but open to both academics and non-academics alike
- Asserts that now more than ever cultural studies has a productive role to play in promoting social justice and building a better world
- Written by one of the leading figures in the area of cultural studies, and the current Chair of the Association for Cultural Studies



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