

Contents

Foreword | 7

Acknowledgements | 11

Preface | 13

Introduction | 23

Chapter One. The Audience as Discursive Subject | 29

**Chapter Two. Struggling out of the Iron House
of Discourse** | 45

**Chapter Three. Towards a New Materialistic
Conception of Audiences** | 79

Coda: Chinese Examples | 115

Appendix 1. Towards Global Dialogism

Transcending 'Cultural Imperialism' and Its Critics | 119

1. Globalization as a New Philosophy | 119
2. The 'Globality' Cultural Studies
in the Era of Globalization | 123
3. The 'Postmodernity' Cultural Studies
Doesn't Acknowledge 'Cultural Imperialism' | 125
4. Where There Is the 'Modernity' Cultural Studies,
There Is 'Cultural Imperialism' | 133

Conclusion: Towards Global Dialogism | 139

Notes | 141

References | 142

Appendix 2. British Cultural Studies, Active Audiences and the Status of Cultural Theory

An Interview with Professor David Morley | 145

References | 171

Acknowledgements | 172

About the Author | 173

Index | 175