

# 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