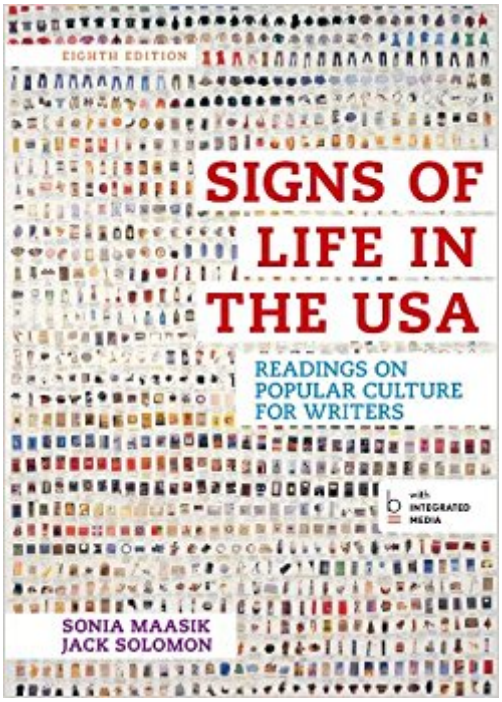
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Signs Of Life In The USA: Readings On Popular Culture For Writers



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Synopsis

Signs of Life in the USA works in the classroom because students love to talk and write about popular culture. Signs of Life teaches students to read and write critically about pop culture by providing them with a conceptual framework known as semiotics, a field of study developed specifically for the interpretation of culture and its signs. Signs of Life, written by a prominent semiotician and an experienced writing instructor, has been extensively updated to account for the rapid evolution of contemporary trends and student interests. It features insightful themes with provocative and current reading selections that ask students to think analytically about AmericaÃ¢â ¬â„¢s popular culture with questions such as: How has niche advertising impacted minorities? How has have television and the Internet shaped our current political climate? Signs of Life provides students with the academic language necessary to analyzethe significance of our shared cultural experiences.Ã Â

Book Information

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Customer Reviews

The coeditors are successful textbook authors who, between them, have over fifty years of teaching experience in the college classroom. Sonia Maasik, a lecturer in the UCLA Writing Programs, has taught writing from developmental to advanced levels, and coordinates training for UCLA writing programs’ teaching assistants. Jack Solomon, a professor of English at California State University, Northridge, teaches literature and critical theory, along with his graduate and undergraduate classes on popular cultural semiotics, and is often interviewed by the media for analysis of current events and trends. He is the author of The Signs of Our Time (1988) and Discourse and Reference in the Nuclear Age (1988). The two together have published Signs of Life in the U.S.A.: Readings on

Popular Culture for Writers, Sixth Edition (Bedford/St. Martin's, 2009) and California Dreams and Realities, Third Edition (Bedford/St. Martin s, 2005)."

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