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REMODELLING
COMMUNICATION
From WWII to the WWW



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.

Remodelling Communication: From WWII to the WWW (Toronto Studies in Semiotics and Communication) Review

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