

Tipe Koleksi: eBook - Sosial Sains & Humaniora

Mythologies

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Deskripsi Lengkap: <http://lib.uhamka.ac.id/detail.jsp?id=42191&lokasi=lokal>

Abstrak

This book has a double theoretical framework: on the one hand, an ideological critique bearing on the language of so-called massculture: on the other, a first attempt to analyse semiologically the mechanics of this language. I had just read Saussure and as a result acquired the conviction that by treating 'collective representations' as sign-systems, one might hope to go further than the pious show of unmasking them and account in detail for the mystification which transforms petit-bourgeois culture into a universal nature.