Contents

A	cknowledgements	vi
Ir	atroduction	
P	art I The masses	7
1	Mass communication: Lazarsfeld, Adorno, Merton, USA, 1930s and 1940s	Ç
2	Mass culture: Horkheimer, Adorno, Brecht, Benjamin, Germany/USA, 1930s and 1940s	31
3	The end of the masses: Merton, Lazarsfeld, Riesman, Katz, USA, 1940s and 1950s	63
Pa	art II Everyday life	91
4	Culture and communication: Leavis, Hoggart, Williams, England, 1930s-1950s	93
5	Communication and technology: Innis, McLuhan, Canada, 1950s-1960s	123
6	Communication as interaction: Goffman and Garfinkel, USA, 1950s-1970s	145
Pa	art III Communicative rationality and irrationality	169
7	Communication and language: Austin, Grice, Sacks, Levinson, UK/USA, 1950s-1970s	171
8	Communication as ideology: Hall, UK, 1960s and 1970s	198

9	Communication and Publicness: Habermas, Germany (USA/UK), 1950s-1990s	233
Conclusion		260
In	dex	294