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40 Media, Culture and Society (1999: 20). In some cases expansion would involve the entering of new arenas through the setting up of new subsidiary companies. In the late 1980s, global media giant News Corporation invested heavily in a brand new UK satellite television service called Sky (now BSkyB), pro

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'In his beautifully balanced, clear and broad-ranging account of a fast-changing field, Paul Hodkinson has successfully brought together myriad perspectives with which to critically analyse today's media culture and media society.' – Sonia Livingstone, Professor of Media

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& Communication, LSE Paul Hodkinson's bestseller is back, once again exploring the concepts and complexities of the media in an accessible, balanced and engaging style. Additions to the Second Edition include: A new chapter on advertising and sponsorship
Extensive revision and updating throughout all chapters
New material on technologies, censorship, online news, fan cultures and representations of poverty
Greater emphasis on and examples of digital, interactive and mobile media throughout
Fully reworked chapter on media, community and difference
Up-to-date examples covering everything from social media, contemporary advertising, news events and mobile technologies, to representations of class, ethnicity and gender.
Combining a critical survey of the field with a finely judged assessment of cutting-edge developments, this Second Edition cements its reputation as the must-have text for any undergraduate student studying media, culture and society.

'In his beautifully balanced, clear and broad-ranging account of a fast-changing field, Paul Hodkinson has successfully brought together myriad perspectives with which to critically analyse today's media culture and media society' - Sonia Livingstone, Professor of Media & communication, LSE
Clearly organized, systematic and combining a critical survey of the field with a finely judged assessment of cutting edge developments, this book provides a 'must have' contribution to media and communication studies. The text is organized into three distinctive parts, which fall neatly into research and teaching requirements: Elements of the Media (which covers media technologies, the organization of the media industry, media content and media users); Media,

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Power and Control (which addresses questions of the media and manipulation, the construction of news, public service broadcasting, censorship, commercialization); and Media, Identity and Culture (which covers issues of the media and ethnicity, gender, subcultures, audiences and fans). The book is notable for:

- Logical and coherent organization
- Clarity of expression
- Use of relevant examples
- Fair minded criticism
- Zestful powers of analysis

It has all of the qualities to be adopted as core introductory text in the large and buoyant field of media and communication studies.

Media, Culture & Society has pioneered a unique approach to media analysis. Since 1979, it has published some of the finest theoretical and historical work in communication and cultural studies from Britain and Europe. The articles in this reader are grouped in three parts, representing a selection of the best work. Each part is preceded by an introductory essay which helps students understand the issues presented, and places the theoretical contributions in context.

The SAGE International Encyclopedia of Mass Media and Society discusses media around the world in their varied forms—newspapers, magazines, radio, television, film, books, music, websites, social media, mobile media—and describes the role of each in both mirroring and shaping society. This encyclopedia provides a thorough overview of media within social and cultural contexts, exploring the development of the mediated communication industry, mediated communication regulations, and societal interactions and effects. This reference work will look at issues such as free

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expression and government regulation of media; how people choose what media to watch, listen to, and read; and how the influence of those who control media organizations may be changing as new media empower previously unheard voices. The role of media in society will be explored from international, multidisciplinary perspectives via approximately 700 articles drawing on research from communication and media studies, sociology, anthropology, social psychology, politics, and business.

'This is the media and society text that critical scholars have been waiting for'. - Professor Mark Andrejevic, Pomona College This book unpacks the role of the media in social, cultural and political contexts and encourages you to reflect on the power relationships that are formed as a result. Structured around the three cornerstones of media studies; production, content and participation, this is an ideal introduction to your studies in media, culture and society. The book: Evaluates recent developments in media production, industries and platforms brought about the emergence of interactive media technologies. Examines the shifting relationship between media production and consumption instigated by the rise of social and mobile media, recasting consumption as ' participation '. Explores the construction of texts and meanings via media representations, consumer culture and popular culture, as well as the relationship between politics and public relations. Assesses the debates around the creative and cultural labour involved in meaning-making. Includes a companion website featuring exercise and discussion questions, links to relevant blogs and web material, lists of further reading and free access to key journal

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articles.

Media, Sports and Society provides a foundation for research on the communication of sports. The volume is framed by a seminal article outlining the parameters of the communication of sports and pointing to major issues that need to be addressed in the relationship between sports and media. Contributors examine the theoretical, cultural and historical issues, the production of media sports programming, its content and its audience. Individual chapters include a discussion of the spectacle of media sports, a comparison of Super Bowl Football and World Cup Soccer, a consideration of the spectators' enjoyment of sports violence, the rhetoric of winning and the American dream, and a fascinating examination of gender harmony and sports in

Praise for the First Edition: 'I can't think of a book in media studies that handles so well the diversity of perspectives and issues that Stevenson addresses. Whether reconstructing Marxism or deconstructing postmodernism, tackling the pleasures of soap opera or the repetitive structures of daily news presentation, Stevenson is always clear and insightful' - Sociology
The Second Edition of this book provides a comprehensive overview of the ways in which social theory has attempted to theorize the importance of the media in contemporary society. Now fully revised to take account of the recent theoretical developments associated with 'new media' and 'information society', as well as the audience and the public sphere,
Understanding Media Cultures: - Critically examines the key social theories of mass communication -

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Highlights the work of individual theorists including Fiske, Williams, Hall, Habermas, Jameson, McLuhan and Baudrillard. - Covers the important traditions of media analysis from feminism, cultural studies and audience research. - Now includes a discussion of recent perspectives developed by Castells, Haraway, Virilio and Schiller. - Provides a glossary of key terms in media and social theory. Retaining all the strengths of the previous edition, *Understanding Media Cultures* offers a comprehensive and up-to-date overview of the field. It will be essential reading for students of social theory, media and cultural studies.

A critical introduction to meaning and power in an age of participatory culture, social media and digital platforms. Helps students to understand the central role media play in the social world, and how they can become informed media citizens themselves.

Providing a student guide to the process of research and writing for media and cultural studies, the author covers both quantitative and qualitative methods and includes a list of useful library resources and essential Web sites.

"Too often cultural studies discourse seems cut off from wider developments in social theory. As a sociologist with a strong cultural studies sensibility, David Oswell is ideally placed to put this right. Through a series of well-judged and historically nuanced readings of cultural, social theory and critical philosophy, this book provides just the bridge between cultural studies and wider debates that we need" - Nick Couldry, London School of Economics and Political

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Science David Oswell has written a comprehensive introduction to cultural studies that guides the reader through the field's central foundations and its freshest ideas. This book: Grounds the reader in the foundations of cultural studies and cultural theory: language and semiology, ideology and power, mass and popular culture. Analyzes the central problems: identity, body, economy, globalization and empire. Introduces the latest developments on materiality, agency, technology and nature. Culture and Society is an invaluable guide for students navigating the dynamic debates and intellectual challenges of cultural studies. Its breadth and unparalleled coverage of theory will also ensure that it is read by anyone interested in questions of materiality and culture.

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