



Media Studies: A Reader - 2nd Edition

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Media Studies: A Reader provides a thorough introduction to the full range of theoretical perspectives on the mass media from the past thirty years. Ranging from the arguments between the American mass communication tradition and the Europe-centered Frankfurt School of the 1940s, to the analyses of communication technologies by Marshall McLuhan and Raymond Williams in the 1960s, **Media Studies: A Reader** maps the mass media field, its varied and often conflicting histories, and its current debates.

Sixty-five articles provide comprehensive coverage of all the main theorists and approaches. The first half, *Studying the Media*, explores in detail three core elements of media studies: production and regulation of mass media; media texts; and reception and consumption of media. The second half brings together concrete examples of how theoretical debates can be realized in a series of case studies on soap operas, the news, and advertising.

A general introduction and introductions to each section summarize and contextualize the debates.

Contributors include: Theodor W. Adorno, Marshal McLuhan, Raymond Williams, Stuart Hall, Annette Kuhn, Jürgen Habermas, John Fiske, Richard Dyer, Niki Strange, Danae Clark, Angela McRobbie, Bill Nichols, Lynne Joyrich, David Morley, Ien Ang, Janice Radway, Henry Jenkins, Tania Modleski, Anne McClintock, Sadie Plant.

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Anita Pfeifer:

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Tammy Lugo:

Your reading sixth sense will not betray anyone, why because this Media Studies: A Reader - 2nd Edition guide written by well-known writer who knows well how to make book which can be understand by anyone who else read the book. Written within good manner for you, dripping every ideas and creating skill only for eliminate your personal hunger then you still skepticism Media Studies: A Reader - 2nd Edition as good book not only by the cover but also by content. This is one reserve that can break don't ascertain book by its include, so do you still needing one more sixth sense to pick this kind of!? Oh come on your reading through sixth sense already alerted you so why you have to listening to an additional sixth sense.

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