

Get Set for Media and Culture Studies

This book presents a clear, concise and critical introduction to contemporary media and cultural studies. The book will be of interest to all students about to embark on courses in which knowledge of the mass media, cultural identities, popular culture, film, or television, forms a part of their programme. But the book is also aimed at those who are interested in how media and cultural identities can be studied in relation to audiences and industries in the context of local and global media. And finally, the book is of interest to all those who are studying aspects of the media, culture, and communications industries and who want to consolidate their knowledge and critical skills in more comprehensive ways. Get Set for Media and Cultural Studies will provide a concise learning aid.

Features:

- Explores core subjects taught in media and cultural studies degrees.
- Includes case studies and illustrations from contemporary media and cultural studies.
- Introduces students to the identities and organisations which comprise the media and culture industries today.
- Covers transferable and employability skills that students will gain from the study of media and culture as well as guidance on work inside and outside the media and culture industries.

