

Media an Introduction

New media, journalism, advertising, and radio, television, and film are dynamic parts our daily lives, interacting with and creating the culture we live in. This innovative introduction to media studies is the first book of its kind, enabling students to move within the media they know while building their critical understanding of how our relationship with media is influenced by its form, history, production and reception – and how our role as audience impacts on its future developments. Key features of the book include:

- Explores the complex relationships between producers and consumers of media, and the cultural, economic, political, and ideological forces that shape and contain them
- Provides extensive and engaging case histories and theoretical discussions
- Explores the growing synergies between print and online journalism and the growth of independent journalism through blogging
- Discusses the ways advertising is connected, both economically and socially, to print and screen
- Draws on examples from a range of media channels in exploring the interrelations between audience and media

