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This new edition of Baran and Davis's successful text provides a comprehensive, historically based, introduction to mass communication theory. Clearly written with examples, graphics, and other materials to illustrate key theories, this edition (now streamlined to increase accessibility) traces the emergence of two main bodies of mass communication theory: social, behavioral and critical, cultural. The authors emphasize that media theories are human creations that typically are intended to address specific problems or issues.

This handbook offers a comprehensive overview of the complexity and diversity of audience studies in the advent of digital media. Details the study of audiences and how it is changing in relation to digital media Recognizes and appreciates valuable traditional approaches and identifies how they can be applied to, and evolve with, the changing media world Offers diverse perspectives from which being an audience, theorizing audiences, researching audiences, and doing audience research are approached today Argues that the field works best by identifying particular 'audience problems' and applying the best theories and research methods available to solving them Includes contributions from some of the most outstanding international scholars in the field

Feminist Approaches to Media Theory and Research tackles the breadth and depth of feminist perspectives in the field of media studies through essays and research that reflect on the present and future of feminist research and theory at the intersections of women, gender, media, activism, and academia. The volume includes original chapters on diverse topics illustrating where theorization and research currently stand with regard to the politics of gender and media, what work is being done in feminist theory, and how feminist scholarship can contribute to our understanding of gender as a mediated experience with implications for our contemporary global society. It opens for discussion how the research, theory, and interventions challenge concepts of gender in mediated discourses and practices and how these fit into the evolving state of contemporary feminisms. Contributors engage with discussions about contemporary feminisms as they are understood in media theory and research, particularly in a field that has changed rapidly in the last decades with digital communication tools and through cross-disciplinary work. Overall, the book illustrates how the politics of gender operate within the current media landscapes and how feminist theorizing shapes academic inquiry of these landscapes.

Media scholarship has responded to a rapidly evolving media environment that has challenged existing theories and methods while also giving rise to new theoretical and methodological approaches. This volume explores the state of contemporary media research. Focusing on Intellectual Foundations, Theoretical Perspectives, Methodological Approaches, Context, and Contemporary Issues, this volume is a valuable resource for media scholars and students.

For the past 55 years, the International Communication Association (ICA) has provided a venue for scholars and researchers to share ideas and findings in all aspects of the field of communication through its expanding publications program and its annual conference. The Association also works to increase visibility for communication scholarship and to foster research internationally. Communication Yearbook 29 centers on the theme of Communication and the Future. Authors in this volume address the future as they review 12 diverse areas of communication research. There have been many changes in the world, and this volume addresses questions such as: Has the discipline of communication kept up with change? Have we adapted to new technology and moved forward in our thinking? What do we as a discipline have to say about the future? Are there new areas in which we should be making a contribution? And are there new ways of looking at long-standing lines of communication research? The focus of this volume is on what we can do as communication scholars to make a difference in everyday life and in the future. Communication Yearbook 29 is an important reference for scholars and graduate students across the field of communication.

Applied Mass Communication Theory: A Guide for Media Practitioners, Second Edition bridges a review of theory to the contemporary work of media professionals. The text provides a framework for constructing an undergraduate research project. It also presents vital chronological information on the progression of theory in mass communication, including a model that integrates mass communication theories and shows how they relate to one another. It concludes with information on media law, ethics, economics, and mass media careers, establishing a critical framework for students as they leave college and begin their first jobs. This Second Edition discusses mass communication theory and its applications in both traditional print and broadcast applications. By exploring advertising and public relations in this new digital multi-media environment, this text remains relevant, and in fact necessary, for students in the field.

"A Balanced Approach to Theory Selection. We've written A First Look for students who have no background in communication theory. It's designed for undergraduates enrolled in an entry-level course, regardless of the students' classification. The trend in the field is to offer students a broad introduction to theory relatively early in their program. But if a department chooses to offer its first theory course on the junior or senior level, the course will still be the students' first comprehensive look at theory, so the book will meet them where they are."-

This provocative text considers the state of media and cultural studies today after the demolition of the traditional media paradigm, and engages with the new, active consumer culture. Media Studies, particularly within schools, has until recently been concerned with mass media and the effects of 'the media' in society and on people. As new media technology has blurred the boundaries between the audience and the media, the status of this area of education is threatened. Whilst some have called for a drastic re-think (Media Studies 2.0), others have called for caution, arguing that the power dynamics of ownership and gatekeeping are left intact. This book uses cultural and technological change as a context for a more forensic exploration of the traditional dependence on the idea of 'the media' as one homogenous unit. It suggests that it would be liberating for students, teachers and academics to depart from such a model and shift the focus to people and how they create culture in this contemporary 'mediascape'.

Mass Communication Theories: Explaining Origins, Processes, and Effects explores mass communication theories within the social and cultural context that influenced their origins. An intimate examination of the lives and times of prominent mass communication theorists both past and present bring the subject to life for the reader.

This volume contains 25 essays that present the latest research on how children use and are influenced by various mass media, but also on the business models underlying the industry and an array of possible policies and interventions designed to protect children. The editors draw upon experts in the fields of developmental psychology, developmental science, communication, and medicine to provide an authoritative, comprehensive look at the empirical research on media and media policies within the field.

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