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Sinopsis

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The Media Student's Book is a comprehensive introduction for students of media studies. It covers all the key topics and provides a detailed, lively and accessible guide to concepts and debates.

Now in its fifth edition, this bestselling textbook has been thoroughly revised, re-ordered and updated, with many very recent examples and expanded coverage of the most important issues currently facing media studies. It is structured in three main parts, addressing key concepts, debates, and research skills, methods and resources. Individual chapters include:

Approaching media texts

Narrative

Genres and other classifications

Representations

Globalisation

Ideologies and discourses

The business of media

New media in a new world?

The future of television

Regulation now

Debating advertising, branding and celebrity

News and its futures

Documentary and 'reality' debates

From 'audience' to 'users'?

Research: skills and methods.

Each chapter includes a range of examples to work with, sometimes as short case studies. They are also supported by separate, longer case studies which include:

Slumdog Millionaire

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Online access for film and music

CSI and detective fictions

Let the Right One In and The Orphanage

PBS, BBC and HBO

Images of migration

The Age of Stupid and climate change politics

The authors are experienced in writing, researching and teaching across different levels of undergraduate study, with an awareness of the needs of students. The book is specially designed to be easy and stimulating to use, with:

A supporting website with popular chapters from previous editions, extra case studies and further resources for teaching and learning, at www.mediastudentsbook.com

Margin terms, definitions, photos, references (and even jokes), allied to a comprehensive glossary

Follow-up activities in 'Explore' boxes

Suggestions for further reading and online research

References and examples from a rich range of media and media forms, including advertising, cinema, games, the internet, magazines, newspapers, photography, radio, and television.

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