



# Media Studies: Texts, Production, Context

By Paul Long, Tim Wall

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## Media Studies: Texts, Production, Context By Paul Long, Tim Wall

Media Studies: Texts, Production, Context, 2nd Edition is a comprehensive introduction to the various approaches in the field. From outlining what media studies is to encouraging active engagement in research and analysis, this book advocates media study as a participatory process and provides a framework and set of skills to help you develop critical thinking.

Updated to reflect the changing media environment, *Media Studies* retains the highly praised approach and style of the first edition.

### Key Features:

- Five sections - media texts and meanings; producing media; media audiences; media and social contexts; historiography - examine approaches to the field including new and web media, traditional print and broadcast media, popular music, computer games, photography, and film.
- An international perspective allows you to view media in a global context.
- Examines media audiences as consumers, listeners, readerships and members of communities.
- Guidance on analytical tools - language, a range of theories and analytical techniques - to give you the confidence to navigate, research and make sense of the field.

### New for the second edition:

- New case studies including Google, *My Big Fat Gypsy Wedding*, the life of a freelance journalist, phone hacking at News International, and collaborative journalism.

- 'New Media, New Media Studies' is an additional feature, which brings into focus ways of thinking about new media forms.

Media Studies: Texts, Production, Context, 2nd Edition will be essential reading for undergraduate and postgraduate students of media studies, cultural studies, communication studies, film studies, the sociology of the media, popular culture and other related subjects.

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“...one of the best recent introductions to media studies...It is a textbook that I believe should be on all Introduction to Media recommended lists.” Paul Rixon, Principal Lecturer in Media and Cultural Studies, Roehampton University

“More than a textbook, this is one of the most accessible and comprehensive guides through the study of media to date. Academics, students and media professionals should all consider adding it as a reference.” Virginia Madsen, Lecturer in Media, Macquarie University, Australia

“...an admirable testimony to the rise of the subject of Media Studies...the authors have achieved a rare product: a media studies textbook that students should want to read from beginning to end.” Helen Wood, Principal Lecturer, Media Studies, De Montfort University

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- Visit the *Media Studies* companion website to find extra case studies, podcasts relating to the book, blogging opportunities and the chance to showcase your work, and more.

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About the Author

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