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| Autore | Ott Brian L |
| Titolo | Critical media studies : an introduction / / Brian L. Ott and Robert L. Mack |
| Pubbl/distr/stampa | Chichester : , : Wiley, , 2014 |
| ISBN | 1-118-55403-5 1-118-55406-X |
| Edizione | [Second edition.] |
| Descrizione fisica | 1 online resource (x, 392 pages) :\$billustrations |
| Altri autori (Persone) | MackRobert L. <1985-> |
| Disciplina | 302.23 |
| Soggetti | Mass media Communication - Study and teaching Electronic books. |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Note generali | Includes index. |
| Nota di bibliografia | Includes bibliographical references and index. |
| Nota di contenuto | Introducing critical media studies -- Marxist analysis -- Organizational analysis -- Pragmatic analysis -- Rhetorical analysis -- Cultural analysis -- Psychoanalytic analysis -- Feminist analysis -- Queer analysis -- Reception analysis -- Sociological analysis -- Erotic analysis -- Ecological analysis -- Conclusion: The partial pachyderm. |
| Sommario/riassunto | Fully revised to reflect today's media environment, this new edition of Critical Media Studies offers students a comprehensive introduction to the field and demonstrates how to think critically about the power and influence of media in our daily lives.Presents an engaging and comprehensive introduction to a broad range of critical approaches to the field written in an accessible wayFeatures a new chapter on sociological analysis that reveals how audiences use media in their everyday lives to manage social roles, relationships, and contextsOffers sub |