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Nota di contenuto	Front cover; Half title; Title page; Copyright page; Contents; List of illustrations; Acknowledgements; Chapter 1 What is media theory?; Chapter 2 Behaviourism and media effects; Chapter 3 Modernity and medium theory; Chapter 4 Structuralism and semiotics; Chapter 5 Interactionism and structuration; Chapter 6 Feminisms and gender; Chapter 7 Political economy and postcolonial theory; Chapter 8 Postmodernity and the information society; Chapter 9 Consumerism and everyday life; Chapter 10 Debating media theory; Glossary; Bibliography; Index; Back Cover
Sommario/riassunto	Offers a critical introduction to the theories of media studies. This book embraces media in their everyday cultural forms - music, internet, film, television, radio, newspapers and magazines - to enable a view of the 'big picture' of media theory.