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Nota di contenuto	Front cover; Half title; Title page; Copyright page; Contents; Figures and illustrations; Acknowledgements; Introduction; 1 Media texts: Features and deconstructions; 2 Media institutions: Key areas and their implications for understanding media; 3 Audiences and effects: Defining audiences and exploring their relationships with texts; 4 Media - audience - influence: Questions of effects: politics, children, violence; 5 Popular music: Questioning the popular, questioning control, questioning the global; 6 The media and new technology: Technologies changing the media and changing consumption 7 Advertising: Its relationship with media industries and with audiences 8 News: Different kinds of news: constructing the world; 9 Sport and representation: Media defining sport; sport as business; sport and meaning; 10 Globalization and the media: Questions of power and of cultural exchange; Glossary; References; Selected websites; Index; Back cover
Sommario/riassunto	This popular introductory book provides a clear introduction to the key ideas within media studies. The friendly writing style and everyday examples, which made the first edition a favourite with students and lecturers alike, has been retained and updated in this new edition.

