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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 way Features a new chapter on sociological analysis that reveals how audiences use media in their everyday lives to manage social roles, relationships, and contexts Offers substantial updates to examples used in the book to reflect contemporary industry standards, textual forms, and audience behaviors Delivers up-to-date media references that resonate with today's undergraduates Updated with more global examples for broader appeal Enhanced online resources, including PowerPoint slides, test bank, study guides and sample assignments, available upon publication at www.wiley.com/go/criticalmediastudies.