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Touchstones

14 Out of India: Fashion Culture and the Marketing of Ethnic Style; Part IV Media Audiences; 15 Resuscitating Feminist Audience Studies: Revisiting the Politics of Representation and Resistance; 16 The Changing Nature of Audiences: From the Mass Audience to the Interactive Media User; 17 The Cultural Revolution in Audience Research; 18 Practicing Embodiment: Reality, Respect, and Issues of Gender in Media Reception; 19 Salsa as Popular Culture: Ethnic Audiences Constructing an Identity; Part V Effects; 20 Race and Crime in the Media: Research from a Media Effects Perspective; 21 The Appeal and Impact of Media Sex and Violence; 22 The Role of Interactive Media in Children's Cognitive Development; 23 The Impact of Stereotypical and Counter-Stereotypical News on Viewer Perceptions of Blacks and Latinos: An Exploratory Study; Part VI Futures; 24 Where We Should Go Next and Why We Probably Won't: An Entirely Idiosyncratic, Utopian, and Unashamedly Peppery Map for the Future; 25 All Consuming Identities: Race, Mass Media, and the Pedagogy of Resentment in the Age of Difference; 26 Expanding the Definition of Media Activism; 27 Realpolitik and Utopias of Universal Bonds: For a Critique of Technoglobalism; 28 Intellectual Property, Cultural Production, and the Location of Africa; Index

Sommario/riassunto

A Companion to Media Studies is a comprehensive collection that brings together new writings by an international team to provide an overview of the theories and methodologies that have produced this most interdisciplinary of fields. Tackles a variety of central concepts and controversies, organized into six areas of study: foundations, production, media content, media audiences, effects, and futures. Provides an accessible point of entry into this expansive and interdisciplinary field. Includes the writings of renowned media scholars, including McQuail, Sch
