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Nota di contenuto

1. Introduction -- 2. Actors -- 3. Narrators -- 4. Members -- 5. Performers -- 6. Influencers -- 7. Producers -- 8. Concluding Thoughts.

Sommario/riassunto

This book takes a human-centred and concept-led journey through communication theory and is aimed primarily at those who are new to communication studies. Each chapter uses a single concept – actors, narrators, members, performers, influencers, and producers – to explore key ideas, theories, and thinkers. The six core concepts offer unique, though related, ways of thinking about “flesh and blood” human communicators in a world that is now fundamentally intertwined with media. Each chapter includes a mix of early and recent studies to enable readers to historically locate concepts and trace their evolution. Overall, the book aims to foster an appreciation of theory in readers, cultivate their theoretical sensitivity, and provide them with lots of “real world” examples to help them better understand how theories apply to everyday life. Neil O’Boyle is Associate Professor at the School of Communications, Dublin City University, Ireland. He teaches across a range of subjects, including communication theory, psychology, and advertising, and his research examines the interrelationships between media, popular culture, and collective identities. His most recent book is *Sport, the Media and Ireland: Interdisciplinary Perspectives* (2020).