



Media Theories and Approaches

A Global Perspective

1st edition

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This unique textbook is a manageable introduction to all the theories and approaches that make up media studies, giving students an informed, balanced and global view of media today. Exploring the evolution of media internationally, this book offers theory and evidence in its discussion of past and present modes of media. Divided into four parts, readers are offered insight into critical theories and topics such as 'Social and Global Change,' 'the Influence of Media,' 'Intercultural Communication' and 'News as a Form of Knowledge.' Written by leading experts within media studies, Balnaves, Donald and Shoemith lend their wealth of knowledge to the student reader through this text, guiding them through the progression of cultural and media studies. Genuinely global and cutting-edge, this leading textbook is the ideal learning resource for lecturers of media studies and undergraduate and postgraduate students seeking gain a thorough understanding of worldwide media, past and present.

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FEATURES

- Offers analysis of media in non-western countries, with a specific chapter on India and China
- Provides balanced discussion of traditional and digital media
- Explores relevant and timely topics such as video games, media economics and media research and
- Includes student-friendly features at every step, such as case studies, illustrations, 'theorist snapshots' and stimulating discussion questions
- Comes with an online World Media Atlas, an innovative tool that enables students and lecturers to access the latest media statistics