



# Media and Everyday Life

*1st edition*

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This innovative introduction to media studies challenges conventional accounts of what media do to people – focusing instead on what people do with media in the course of everyday life. By rejecting the conventional media studies approach, the book provides a fresh way of thinking about media cultures and provokes thought into how media influences daily social norms. Smartly organized, each chapter offers a broad discussion of various facets of media, such as technology, social media and industries. Key trends and traditions are also considered, helping to define how media has become so entwined in the everyday experience. Written by a respected author and academic in the field, the book offers an accessible overview for students of media, communication and cultural studies looking to explore how modern-day media practices impact on the experience of everyday life, making this the essential companion to introductory media studies courses.

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## FEATURES

- Questions taken-for-granted norms about media and encourages critical thinking about how media underpin the way we experience our lives
- Gives students an accessible and fresh way into thinking about media cultures, institutions, politics, technologies and industries
- Draws on philosophical and political accounts of daily life to demonstrate the purpose and meaning behind media
- On-page definitions of key terms and concepts to aid understanding
- 3 more...