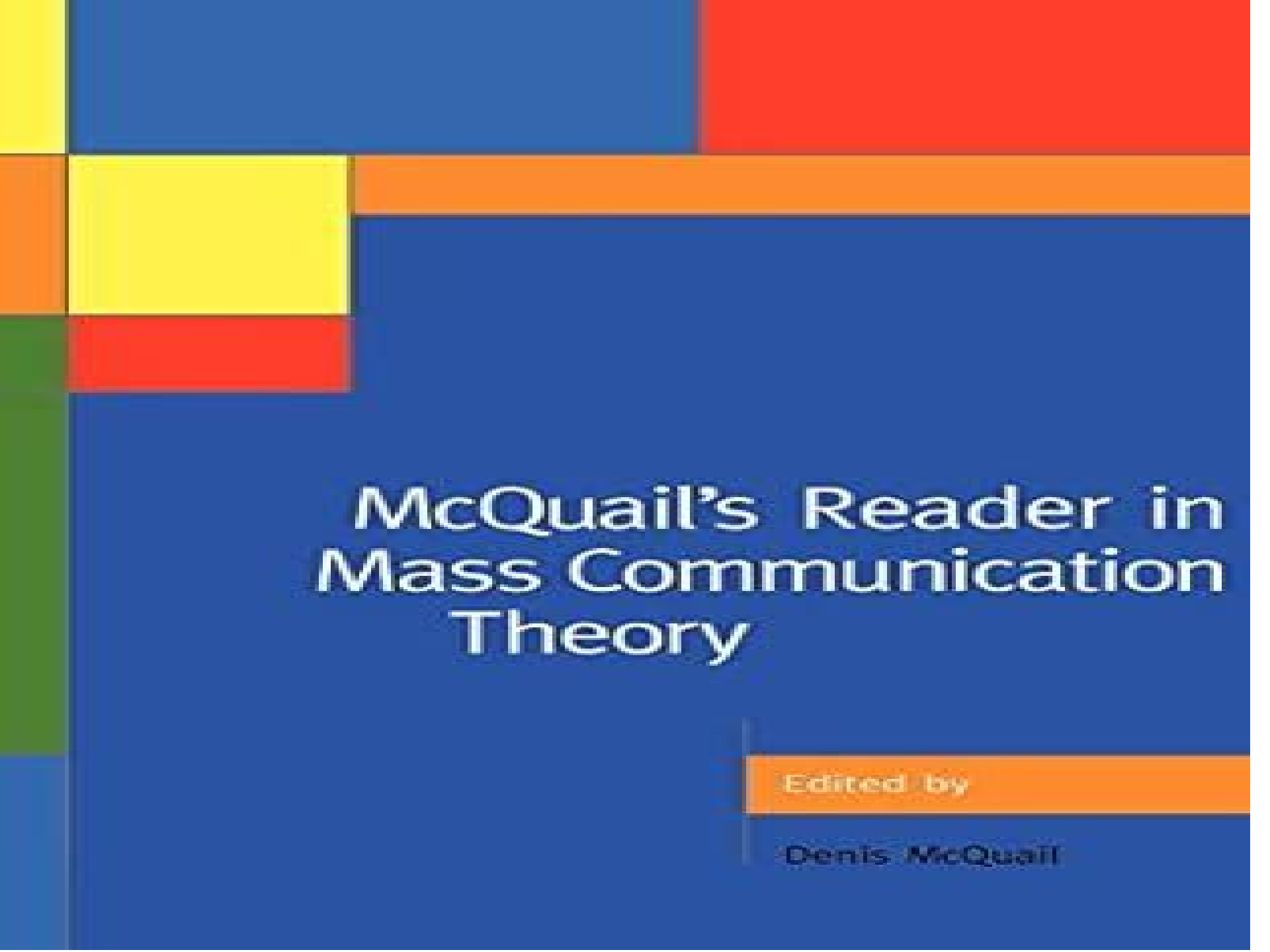




McQuail's Reader in Mass Communication Theory

Edited by

Denis McQuail

Mcquails Reader In Mass Communication Theory

Pieter Jacobus Fourie



Mcquails Reader In Mass Communication Theory:

McQuail's Reader in Mass Communication Theory Denis McQuail, 2002-04-22 This text is a companion to McQuail's Mass Communication Theory but can be used independently. It is a resource of statements drawn from communication studies, media sociology, and cultural studies.

McQuail's Mass Communication Theory Denis McQuail, 2010-02-28 Denis McQuail's Mass Communication Theory is not just a seminal text in the study of media and society; it is a benchmark for understanding and appreciating the long and winding road people and their media have taken to get us here. Mark Deuze, Indiana University and Leiden University. This is a unique work tested by time and generations of students around the world. North, South, East, and West. Kaarle Nordenstreng, University of Tampere. McQuail's Mass Communication Theory continues to be the clearest and best introduction to this sprawling field. Anders Hansen, University of Leicester. With over 125,000 copies sold, McQuail's Mass Communication Theory has been the benchmark for studying media and communication for more than 25 years. It remains the most authoritative and comprehensive introduction to the field and offers unmatched coverage of the research literature. It covers everything a student needs to know of the diverse forms of mass communication today, including television, radio, newspapers, film, music, the internet, and other forms of new media. Denis McQuail shows that more than ever, theories of mass communication matter for the broader understanding of society and culture. Unmatched in coverage and used across the globe, this book includes explorations of new media, globalization, work, economy, governance, policy, media audiences, and effects. New boxed case studies on key research publications to familiarize students with the critical research texts in the field. Definitions, examples, and illustrations throughout to bring abstract concepts to life. McQuail's Mass Communication Theory is the indispensable resource no student of media and communication studies can afford to be without.

McQuail's Media and Mass Communication Theory Denis McQuail, Mark Deuze, 2020-04-09 What a magnificent invitation to the field of media and communication, full of lively debate and relevant examples, yet carefully balanced, comprehensive in scope, and thoughtfully explained. Professor Sonia Livingstone, London School of Economics and Political Science. This informative, important, and readable volume should populate the shelves of all those wanting to understand more fully how the media and mass communication operate today. Professor Barbie Zelizer, Annenberg School for Communication. Now in its seventh edition, this landmark text continues to define the field of media and mass communication theory and research. It is a uniquely comprehensive and balanced guide to the world of pervasive, ubiquitous, mobile, social, and always-online media that we live in today. New to this edition: Explores mass communication and media theory in an age of big data, algorithmic culture, AI, platform governance, streaming services, and mass self-communication. Discusses the ethics of media and mass communication in all chapters. Introduces a diverse and global range of voices, histories, and examples from across the field. Ties theory to the way media industries work and what it's like to make all kinds of media, including journalism, advertising, film, television, and digital games. This book is the benchmark for studying media and mass communication in the

21st century *Exploring Journalism Practice and Perception in Developing Countries* Salawu, Abiodun, Owolabi, Toyosi Olugbenga Samson, 2017-08-11 Media outlets play a pivotal role in fostering the positive and beneficial development of countries in modern society. By properly informing citizens of critical national concerns, the media can help to transform society and promote active participation. *Exploring Journalism Practice and Perception in Developing Countries* is a crucial reference source for the latest scholarly material on the impacts of development journalism on contemporary nations and the media's responsibility to inform citizens of government and non-government activities. Highlighting a range of pertinent topics such as media regulation, freedom of expression, and new media technology, this book is ideally designed for researchers, academics, professionals, policy makers, and students interested in the role of journalism endeavors in developing nations.

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Leiden University This is a unique work tested by time and generations of students around the world North South East and West Kaarle Nordenstreng University of Tampere McQuail's Mass Communication Theory continues to be the clearest and best introduction to this sprawling field Anders Hansen University of Leicester With over 125 000 copies sold McQuail's Mass Communication Theory has been the benchmark for studying media and communication for more than 25 years It remains the most authoritative and comprehensive introduction to the field and offers unmatched coverage of the research literature It covers everything a student needs to know of the diverse forms of mass communication today including television radio newspapers film music the internet and other forms of new media Denis McQuail shows that more than ever theories of mass communication matter for the broader understanding of society and culture Unmatched in coverage and used across the globe this book includes Explorations of new media globalization work economy governance policy media audiences and effects New boxed case studies on key research publications to familiarize students with the critical research texts in the field Definitions examples and illustrations throughout to bring abstract concepts to life McQuail's Mass Communication Theory is the indispensable resource no student of media and communication studies can afford to be without Making the News Paschal Preston, 2008-10-27 Making the News provides a cross national perspective on key features of journalism and news making cultures and the changing media landscape in contemporary Europe Focusing on the key trends practices and issues in contemporary journalism and news cultures Paschal Preston maps the major contours of change as well as the broader industrial organizational institutional and cultural factors shaping journalism practices over the past two decades Moving beyond the tendency to focus on journalism trends and newsmaking practices within a single country Making the News draws on unique cross national research examining current journalism practices and related newsmaking cultures in eleven West Central and East European countries including in depth interviews with almost 100 senior journalists and subsequent workshop discussions with other interest groups Making the News links reviews and discussions of the existing literature to original research engaging with the views and experiences of journalists working at the coal face of contemporary newsmaking practices to provide an original study and useful student text **Popular Media, Democracy and Development in Africa** Herman Wasserman, 2010-10-04 This book examines the role that popular media could play to encourage political debate provide information for development or critique the very definitions of democracy and development Journalism and Society Denis McQuail, 2013-03-15 Every serious student of journalism should read this book Denis McQuail has succeeded in producing a work of scholarship that shows what journalists do and what they should do Stephen Coleman University of Leeds For a half century we have spoken earnestly of journalism's responsibility to society instead of to business and government Now this concept is given sophistication unmatched by the best scholar of media theory of his generation Clifford Christians University of Illinois The grand old man of communication theory presents an overarching social theory of journalism that goes beyond the usual Anglo American focus Jo Bardoel University of Amsterdam

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Topical Issues in Communications and Media Research Kwamena Kwansah-Aidoo, 2005 The field of communication and media has never been more exciting and the vigorous activity in this area over the past three decades bears testimony to this The excitement is due to a number of developments in the vast and sometimes very different areas that fall under the common rubric of communication and media studies This book seeks to interrogate a number of concerns and issues in communications and media research This volume documents some of the current trends and developments challenges and future prospects of communication and media research In doing so it presents a broad basis for understanding the issues technologies theories applications opportunities and challenges faced by communication researchers and scholars in the new media environment of the 21st century

Using Communication Theory Sven Windahl, Benno Signitzer, Jean T Olson, 2008-11-18 Using Communication Theory was a rarity in bridging the gap between ideas and practice It was itself a model of good communication and in its second revised edition it is still a most reliable and

accessible guide to the lessons that communication theory and research offer to practitioners especially in planning for change Denis McQuail Professor Emeritus University of Amsterdam Using Communication Theory has become a classic in the education of communication It is the comprehensive and self evident source for theories and models forming the base for the study of professions requiring communication planning Lars ke Larsson rebro University What does theory have to do with the practice of communication Communication planning is used daily by thousands of people public relations practitioners technical writers information campaigners advertising professionals organization consultants educators health communicators and more Without a solid understanding of communication theory practitioners have difficulty getting their messages heard The second edition of this best selling textbook has been updated with the student firmly in mind With new learning features that directly engage with the practical side of theory students will Practice what they learn with activities and exercises Apply their own experiences to theory through prompts to reflection Consolidate their learning with highlighted definitions and lists of key terms Take it further with boxed excerpts from classic texts Showing how theories relate directly to the planning and experience of effective communication Using Communication Theory 2nd Edition provides indispensable insights into the practical nature of communication theory In today s landscape of communication overload this book remains an essential authoritative guide for both students and practitioners

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Media Studies: Institutions, theories, and issues Pieter Jacobus Fourie,2001 This outcomes based textbook provides comprehensive information on the makeup of media institutions theories in media studies and critical issues that face the media today With this guide media students learn the history of the media and learn how to keep up with the latest trends and developments in broadcasting printed press and film Outlined is how to develop an internal media policy with company mission statements news and programming policies The relationship of the media to the economy politics and society and how the media represents race gender violence and terrorism are also discussed

Mass Communication Theory Denis McQuail,1983 The major textbook in communication theory Denis McQuail provides a brisk elegantly organized and comprehensive overview of the ways in which mass communication has been viewed by social scientists and by practitioners The wealth of thinking in the field the enormous range of issues studied and questions raised the proliferation of schools approaches and tendencies McQuail marshalls this

welter of material into a clear easy to follow textbook for students at all levels of communication studies He reviews ways in which the the mass media have been defined theories of their function and purpose views of the organizational structures and processes of mass media content analysis and the other techniques for interpreting the meaning of media content theories of what an audience is and what it does Cultivation theory traditional sociology classical marxism the Frankfurt school hegemony theory Soviet media theory the uses and gratifications approach development media theory free press theory organizational theory all these and much more are described and placed in their historical and scholarly context McQuail s extensive references will guide anyone interested in mass communication to the key work in the field Diagrams a Media Theory Map summaries indexes and other features will further help new students to keep a hold on all the separate strands in the field About the author Denis McQuail is currently Professor of Mass Communication University of Amsterdam the Netherlands After graduating from Corpus Christi College Oxford with a BA in Modern History and a Diploma in Public and Social Administration he received a PhD in social studies from the University of Leeds He has since been affiliated to the Television Research Unit University of Leeds the University of Southampton and the Annenberg School of Communication University of Pennsylvania His major publications include Television and the Political Image with J Trenaman 1961 Television in Politics Its Use and Influence with J G Blumler 1968 Towards a Sociology of Mass Communications 1968 Sociology of Mass Communication editor 1972 Communication 1975 Review of Sociological Writing on the Press 1976 Analysis of Newspaper Content 1977 Communication Models for the Study of Mass Communication with Sven Windahl 1982 Why this textbook Why choose this textbook for use in your courses over others that are available McQuail has drawn on his own extensive teaching experience to make sure his book offers the following qualities and features The frameworks for ease of organization McQuail arranges the theories of media effect processes or mass media and social change in new clarifying frameworks He aims to present all the principal theories within a single integrative framework Its range McQuail s extraordinary feat of organization encompasses theories from all the principal approaches to communication from all over the world His book will be useful in a variety of cultural and national settings Its thoroughness McQuail provides over 300 references to guide your students to the primary sources Not only is each theory described and its sources and histories plotted but its implications and intellectual context are explored Consensus theories are given equal weight with themore contentious critical understandings Controversy is faced fairness maintained Its currency The most recent research is expressed in the form of theoretical propositions New approaches are discussed that are not reviewed in other textbooks a revision of the functional theory the notion of emerging public definitions and a revision of the four theories of the press Other unique features A thorough review of theories of the audience Questions of media power and normative theories of media are given a central place at various points Professor Denis McQuail provides a thorough review of the history structure and processes of the mass media and the views taken of them The first chapter defines the terms and issues of mass media studies It also traces the development of

mass media since the first newspapers in the 17th century McQuail notes the origins typical forms and applications of mass media at different times He then provides a framework for understanding the different approaches to the study of mass media Mass society theory Marxist approaches of different types message centred theory and theory of audience and effect are the perspectives reviewed Chapter Three explores the ideological political and cultural contexts in which the mass media operates and which define the media s functions The institutional forms of mass communication are characterized in Chapter Four In Chapter Five the meaning of the information provided by the media is analyzed Different kinds of content such as news or fiction are examined from different theoretical perspectives Chapter Six describes alternative approaches to the study of the audience the different aspects of audiences which they study and the conclusions they have reached Chapter Seven focusses on the study of the impact and effect of media Different scientific approaches to this study are described and the results of this research given The final chapter looks at the lessons of mass communication study for issues of current concern such as international communication and new technological developments *Plaridel* ,2004 **WAACLALS** ,2008

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