Studies Texts, Institutions and Audiences - YouTube Da zhong chuan bo mei ti xin lun = Media studies : texts, institutions and audiences / Lisa Taylor, Adrew Willis zhu ; jian miao ru deng yi. ????????=
Media Audiences explores the concept of media audiences from four broad perspectives: as “victims” of mass media, as market constructions and commodities, as users of media, and as producers and subcultures of mass media. The goal of the text is for students to be able to think critically about the role and status of media audiences in contemporary society, reflecting on their relative power in relation to institutional media producers. Available Formats. ISBN: 9781483337197. 2. Content of GCSE Media Studies 2.1 Unit B321: The Individual Media Studies Portfolio 2.2 Unit B322: Textual Analysis and Media Studies Topic (Moving Image) 2.3 Unit B323: Textual Analysis and Media Studies Topic (Print) 2.4 Unit B324: Production Portfolio in Media Studies. Audiences and institutions develop their appreciation and critical understanding of the media and its role in their daily lives. Audiences and institutions develop their practical skills through opportunities for personal engagement and creativity. Understand how to use media key concepts to analyse media texts and their contexts. The selection of media texts is to be decided by the centre and can be contemporary or non-contemporary. Media texts can be from any national context. Presentation.