The Media Studies Reader

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Designed for the critical media studies curriculum, The Media Studies Reader is an entry point into the major theories and debates that have shaped critical media studies from the 1940s to the present. Combining foundational essays with influential new writings, this collection provides a tool box for understanding old and new media as objects of critical inquiry. It is comprised of over 40 readings that are organized into seven sections representing key concepts and themes covered in an introductory media studies course: culture, technology, representation, industry, identity, audience and... Media Studies book. Read 2 reviews from the world's largest community for readers. Media Studies: A Reader provides a thorough introduction to the full range of theoretical perspectives on the mass media from the past thirty years. Ranging from the arguments between the American mass communication tradition and the Europe-centered Frankfurt School of the 1940s, to the analyses of communication technologies by Marshall McLuhan and Raymond Williams in the Media Studies: A Reader provides a thorough introduction to the full range of theoretical perspectives on the mass media from the past thirty years.