

A companion to media studies / edited by Angharad N. Valdivia

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20410875&lokasi=lokal>

Abstrak

A companion to media studies is a comprehensive collection that brings together new writings by an international team to provide an overview of the theories and methodologies that have produced this most interdisciplinary of fields. Tackles a variety of central concepts and controversies, organized into six areas of study, foundations, production, media content, media audiences, effects, and futures. Provides an accessible point of entry into this expansive and interdisciplinary field. Includes the writings of renowned media scholars, including McQuail, Schiller, Gallagher, Wartella, and Bryant.