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Mass communication, an introduction: Theory and practice of mass media in society

John R Bittner

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Manish Verma,Nithin Kalorth



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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

McQuail's Mass Communication Theory Denis McQuail, 2005-05-20 This fully revised and updated edition provides a comprehensive non technical introduction to the range of approaches to understanding mass communication

Essays on Contemporary Media Theory and Practices Manish Verma, Nithin Kalorth, 2017-07-01 The book is released with an Introductory Article by Prof Denis McQuail on Future of Field of Communication The collection essays are part of ICMCS 2017 an International conference organized by Amity University Rajasthan in 2017

The Oxford Handbook of Media Psychology Karen E. Dill, Karen Dill-Shackelford, 2013-01-17 The Oxford Handbook of Media Psychology explores facets of human behaviour thoughts and feelings experienced in the context of media use and creation

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profound affect on African economies and cultures The first collection of its kind the book marks an important moment in the study of marketing communication in Africa It will be an essential text for years to come Resources in Education ,1977

The History of Media and Communication Research David W. Park,Jefferson Pooley,2008 Strictly speaking James Carey wrote there is no history of mass communication research This volume is a long overdue response to Carey s comment about the field s ignorance of its own past The collection includes essays of historiographical self scrutiny as well as new histories that trace the field s institutional evolution and cross pollination with other academic disciplines The volume treats the remembered past of mass communication research as crucial terrain where boundaries are marked off and futures plotted The collection intended for scholars and advanced graduate students is an essential compass for the field

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