

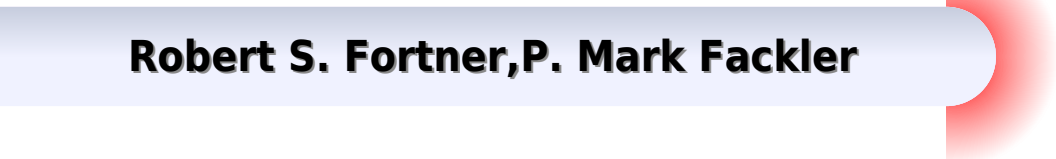
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# Mass Communication Theory An Introduction

**Robert S. Fortner, P. Mark Fackler**



## **Mass Communication Theory An Introduction:**

*Mass Communication Theory* Denis McQuail, 1987 introduction to the study of mass communication theory available and received unanimous critical acclaim from scholars a brisk elegantly organized and comprehensive textbook for students at all levels of communication studies from back cover

*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 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 the more 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

*Mass Communication Theory* Denis McQuail, 1992 *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

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*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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