

MEDIA POWER

A Sociological Introduction

Ciaran McCullagh



Media Power A Sociological Introduction

Shortcut Edition



Media Power A Sociological Introduction:

Media Power Ciaran McCullagh, 2002-09-06 This text offers a clear and succinct overview of a central debate in the study of the media drawing together a wide range of theoretical and research based material from both sides of the Atlantic Written with a light touch and taking a level headed approach to competing theories and claims it is accessibly organized around the three central processes in mass communication production representation and reception and provides comprehensive coverage of all the main topics relevant to the thorny issue of media power

The Contradictions of

Media Power Des Freedman, 2014-09-25 Media power is a crucial although often taken for granted concept We assume for example that the media are powerful if they were not why would there be so many controversies over the regulation control and impact of communicative institutions and processes Further we assume that this power is somehow problematic audiences are often treated as highly susceptible to media influence and too much power in the hands of one organization or individual is seen as risky and potentially dangerous These concerns have been at the heart of recent controversies involving the relationships between media moguls and political elites the consequences of phone hacking in the UK and the emerging influence of social media as vital gatekeepers Yet it is still not clear what we mean by media power or how effective it is This book evaluates contrasting definitions of media power and looks at the key sites in which power is negotiated concentrated and resisted politically technologically and economically Combining an evaluation of both previous literature and new research the book seeks to establish an understanding of media power which does justice to the complexities and contradictions of the contemporary social world It will be important reading for undergraduates postgraduates researchers and activists alike

Understanding the Media Eoin Devereux, 2007-07-25 The second edition of Understanding the Media updates what has been recognised as a successful introduction to the study of the mass media The author furnishes examples from all around the world underpinning the emphasis the book places on the concept of globalisation in understanding the modern media The readings and questions force students to reflect critically on issues and encourage them to explore their own media consumption habits The chapters are well organised and user friendly with the chapter on globalisation highly recommended Introductions to media globalisation often fail to provide a succinct and clear overview for first year students this chapter cracks the problem with a pithy description of the basic concepts and debates interlaced with illuminating case studies and illustrative examples The strength of Eoin Devereux's text is that the examples are familiar and relevant to present day students and his style does not patronise or talk down to them Clearly written comprehensive well organised and up to date This is an excellent introductory text for media studies students Times Higher Education Praise for the first edition An interesting book to read written in a simple and transparent style and interlaced with topical up to date examples of media events Journal of Educational Media This is a well organized well informed student friendly textbook ideal for first year undergraduates as a kicking off point into the field of media and communications research It deserves to be

widely taken up European Journal of Communication Understanding the Media introduces key theoretical issues in media analysis and encourages students to use case studies to examine their own personal media use and exposure Devereux applies a model of media analysis that gives equal weight to the production content and reception of media texts A particular emphasis is placed on understanding the mass media in a social context and readers are invited to engage with a variety of questions about the increasingly complex mediascape in which we live our everyday lives Now thoroughly revised and expanded this Second Edition Includes an additional chapter which draws together the book's key themes Contains new and revised case studies with expanded discussions on media audiences and fandom and blogging New and revised extracted readings in every chapter In addition the book is now accompanied by an ancillary website with resources for students as well as slides for tutorials lectures Each chapter contains concise summaries exercises extracts from experts in the field model exam and essay questions as well as directions for further reading and research This practical dimension to Understanding the Media will ensure that the book appeals to both teachers and students of the media in the 21st Century

Arab Media Moguls Naomi Sakr, Jakob Skovgaard-Petersen, Donatella Della Ratta, 2015-03-31 Transformations in the Arab media landscape are a key element in the regional dynamics of political change Where do the private owners of Arab media outlets stand on the scene What part if any have they played in weakening dictatorships countering sectarianism and political polarisation and reforming business practices in the Arab world Arab Media Moguls charts the rise of some leading investors and entrepreneurs in Arab media examining their motives management styles financial performance and links to political power Responding critically to scholarship on Western moguls this book uncovers the realities of risk and success for Arab media potentates and billionaires

Media and Politics in a Globalizing World Alexa Robertson, 2015-03-17 Globalization and technological advances have had a dramatic impact on the relationship between media and politics How can we understand the connection between the two in the present day Alexa Robertson argues that we cannot understand the power of the one without taking the other into account This exciting and accessible book provides fresh insight into our contemporary media landscape adopting a truly comparative global approach In Media and Politics in a Globalizing World Robertson encourages the reader to explore the relationship from different perspectives those of the politician the journalist the activist and the ordinary citizen and how the relationship between media and politics varies across cultures Illustrated with contemporary examples throughout the book weighs up arguments for seeing new developments in terms of change or continuity as empowering or debilitating and as promoting or undermining democracy Suitable for undergraduates and postgraduates studying politics media and sociology it also will be of interest to the general reader wishing to understand the complex role of the media in political life the world over For additional support and information visit this book's companion website at <http://mediapolitics.net>

Reading Media Theory Brett Mills, David M. Barlow, 2014-06-11 What does the Frankfurt School have to say about the creative industries Does the spread of Google prove we now live in an information society How

is Madonna an example of postmodernism How new is new media Does the power of Facebook mean we're all media makers now This groundbreaking volume part reader part textbook helps you to engage thoroughly with some of the major voices that have come to define the landscape of theory in media studies from the public sphere to postmodernism from mass communication theory to media effects from production to reception and beyond But much more than this by providing assistance and questions directly alongside the readings it crucially helps you develop the skills necessary to become a critical informed and analytical reader Each reading is supported on the facing page by author annotations which provide comments dissect the arguments explain key ideas and terminology make references to other relevant material and pose questions that emerge from the text Key features Opening chapters What is theory and What is reading bring alive the importance of both as key parts of media scholarship Pre reading substantial Introductory sections set each text and its author in context and show the relevance of the reading to contemporary culture Post reading Reflection sections summarise each reading's key points and suggests further areas to explore and think about 4 types of annotations help you engage with the reading context content structure and writing style as well as questions to provoke further thought Split into 4 sections Reading theory Key thinkers and schools Approaches and Media Theory in context New to the second edition New chapters on New Media and Audiences as Producers Reading Media Theory will assist you in developing close reading and analytic skills It will also increase your ability to outline key theories and debates assess different case studies critically link theoretical approaches to a particular historical context and to structure and present an argument As such it will be essential reading for undergraduate and postgraduate students of media studies cultural studies communication studies the sociology of the media popular culture and other related subjects

The Routledge Companion to Media and Race Christopher Campbell, 2016-11-03 The Routledge Companion to Media and Race serves as a comprehensive guide for scholars students and media professionals who seek to understand the key debates about the impact of media messages on racial attitudes and understanding Broad in scope and richly presented from a diversity of perspectives the book is divided into three sections first it summarizes the theoretical approaches that scholars have adopted to analyze the complexities of media messages about race and ethnicity from the notion of representation to more recent concepts like Critical Race Theory Second the book reviews studies related to a variety of media including film television print media social media music and video games Finally contributors present a broad summary of media issues related to specific races and ethnicities and describe the relationship of the study of race to the study of gender and sexuality Chapters 1 3 and 11 of this book are freely available as downloadable Open Access PDF at <http://www.taylorfrancis.com> under a Creative Commons Attribution Non Commercial No Derivatives CC BY NC ND 4.0 license

The SAGE Glossary of the Social and Behavioral Sciences Larry E. Sullivan, 2009-08-31 Highly accessible A-Z of the major terms in the social and behavioural sciences spanning anthropology communication and media studies criminal justice economics education geography human services management political science psychology and

sociology *Get Set for Media and Cultural Studies* Tony Purvis,2006-02-17 This book presents a clear concise and critical introduction to contemporary media and cultural studies The book will be of interest to all students about to embark on courses in which knowledge of the mass media cultural identities popular culture film or television forms a part of their programme But the book is also aimed at those who are interested in how media and cultural identities can be studied in relation to audiences and industries in the context of local and global media And finally the book is of interest to all those who are studying aspects of the media culture and communications industries and who want to consolidate their knowledge and critical skills in more comprehensive ways *Get Set for Media and Cultural Studies* will provide a concise learning aid

Social Inequality & The Politics of Representation Celine-Marie Pascale,2013 This anthology critically analyzes how cultures around the world make social categories of race class gender and sexuality meaningful in particular ways The collection uses a wide range of readings to examine how contemporary issues of race class gender and sexuality are constructed mobilized and transformed Unlike many books in this area the U S is not analytical center

The Power of Social Media Intelligence for Public Safety Jacques Zimmerman,2023-06-08 This ebook provides an overview of the power of social media intelligence for public safety It explores the evolution of public safety and its challenges in the modern world the impact of social media on public order the risks and benefits of social media intelligence and the strategies and tools for effective social media monitoring This book also examines ethical considerations privacy concerns legal issues and data quality in social media intelligence Real examples are used to illustrate the value that Social Media Intelligence can bring for Public Safety and Public Order

Migration and Media Lorella Viola,Andreas Musolff,2019-03-07 The socio discursive landscape surrounding the migration debate is characterised by a growing sense of crisis in both personal and collective identities From this viewpoint discourses about immigration are also always attempts at reconstructing the threatened home identity of the respective host society It is such attempts at reasserting identity in crisis due to migration that are the focus of the volume *Migration and Media* Discourses about identities in crisis This four part book explores the representational strategies used to frame current migration debates as crises of identity collective and individual It features fourteen case studies of varying sets of data including print media texts TV broadcasts online forums politicians speeches legal and administrative texts and oral narratives drawn from discourses in a range of languages Croatian English French German Greek Italian Lithuanian Polish Russian Serbian Slovenian Spanish and Ukrainian and it employs different discourse analytical methods such as Argumentation and Metaphor Analysis Gendered Language Studies Corpus assisted Semantics and Pragmatics and Proximity Theory Such a diverse range of sources languages and approaches provides innovative methodological and theoretical analysis on migration and identity which will be of interest to scholars students and policy makers working in the fields of migration studies media studies identity studies and social and public policy As of January 2023 this e book is freely available thanks to the support of libraries working with Knowledge Unlatched

The Place of

Media Power Nick Couldry, 2002-01-04 This fascinating study focuses on an area neglected in previous studies of the media the meetings between ordinary people and the media Couldry explores what happens when people who normally consume the media witness media processes in action or even become the object of media attention themselves The Social Media Age Zoetanya Sujon, 2021-04-07 Exploring power and participation in a connected world Social media are all around us For many they are the first things to look at upon waking and the last thing to do before sleeping Integrated seamlessly into our private and public lives they entertain inform connect and sometimes disconnect us They're more than just social though In addition to our experiences as everyday users understanding social media also means asking questions about our society our culture and our economy What we find is dense connections between platform infrastructures and our experience of the social shaped by power shifting patterns of participation and a widening ideology of connection This book introduces and examines the full scope of social media From the social to the technological from the everyday to platform industries from the personal to the political It brings together the key concepts theories and research necessary for making sense of the meanings and consequences of social media both hopefully and critically Dr Zoetanya Sujon is a Senior Lecturer and Programme Director for Communications and Media at London College of Communication University of the Arts London

De Gruyter Handbook of Media Technology and Innovation Richard A. Gershon, 2025-01-27 The De Gruyter Handbook of Media Technology and Innovation brings together scholars from around the world to provide key insights on emerging technology trends and issues related to the fields of media management information technology product design planning and digital lifestyle This handbook is about the power of good ideas It's about those business enterprises government planners educators and entrepreneurs that have harnessed the power of good ideas to become real difference makers in the world we live in Keeping pace with fast paced technology change requires ongoing assessment and reassessment of the media management and technology fields to address important questions and emerging issues A major premise of this book is that given the complex and ever changing state of media technology we have a responsibility and obligation to engage in a broader interdisciplinary dialogue whose purpose is to understand the current and future state of media technology and innovation as well as to appreciate the social impact that such technologies have on business education and the general public Forecasting the future as any weatherperson or stock broker can tell you is a risky business But in this book we use the phrase the creative next step as a way to talk about the future and what we can expect in terms of the opportunities and challenges going forward **Political Settlements in Divided Societies** Christalla

Yakinthou, 2009-07-23 Yakinthou throws light on the challenges of adopting political settlements in frozen conflicts and divided societies by focusing on the conflict in Cyprus the resolution of which has for years been held up in large part by elite intransigence The book offers answers for why elites in Cyprus are so unwilling to adopt a power sharing solution **The Changing Landscape of European Liberty and Security: Mid-Term Report on the Results of the CHALLENGE**

Project , Proceedings of The 11th European Conference on Social Media Susana Pinto,2025-06 The European Conference on Social Media ECSM is a well established academic conference held annually for over a decade with a focus on advancing research and dialogue around social media The primary aim of ECSM is to provide a platform for scholars researchers practitioners and industry professionals to share and discuss their findings on the multifaceted impacts of social media The conference emphasises the importance of understanding how social media influences various sectors including society education business and governance

SUMMARY - The Art Of Social Media: Power Tips For Power Users By Guy Kawasaki And Peg Fitzpatrick Shortcut Edition,2021-06-01 Our summary is short simple and pragmatic It allows you to have the essential ideas of a big book in less than 30 minutes By reading this summary you will learn how to master all the strategies for using social networks in order to make them an asset in your professional life You will also learn how to use social networks as a lever for your professional activities that your profile should tell a story how to attract new subscribers how to multiply your presence on social networks Former marketing manager at Apple and current head of CANVAS an online design service Guy Kawasaki accompanied by his colleague and partner Peg Fitzpatrick offer in this book tips secrets and advice to optimize the use of social media platforms and get more out of them From optimizing the profile to writing content and intelligent step by step comment management nothing will be left out Buy now the summary of this book for the modest price of a cup of coffee

Social Media Success Formula Yuvraj Mallick,2025-02-20 Social Media Success Formula explores the vital role of social media in marketing We delve into how blogs and social networks have become more affordable and accessible and how they are evolving to be more user friendly This book introduces the concept of Word of Mouth WOM marketing highlighting its powerful impact on customer acquisition compared to traditional event marketing We discuss the importance of hashtags and sharing on platforms like Twitter Instagram Snapchat and Facebook in creating significant buzz Whether positive or negative WOM can shape the fate of any organization Our comprehensive guide helps you design effective online marketing strategies through social Word of Mouth sWOM We provide a detailed framework and practical tips to build a sustainable WOM environment Through current case studies best practices and actionable advice we deliver smart social media plans and cost effective tactics you can deploy immediately Our book also covers the role and influence of social consumers in WOM and addresses the impact of negative WOM Social Media Success Formula is essential for marketing academics students researchers and practitioners seeking insights into eWOM sWOM and the future of marketing

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