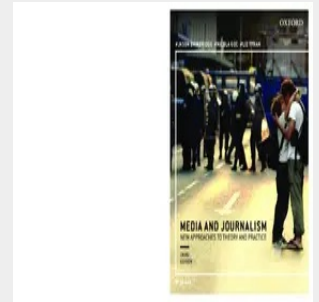


Media and Journalism 3e: New Approaches to Theory and Practice

Media and Journalism: New Approaches to Theory and Practice (Third Edition) is a complete introduction to media and journalism, exploring the changing relationship between these areas. It introduces key concepts and theoretical approaches in media studies, as well as provides practical training to develop key journalism skills. This approach ensures that students develop both the broad knowledge base and professional skills required for future careers in journalism, public relations and communications. The third edition is divided into five parts, with the focus becoming progressively broader from journalism and news writing, to the larger mediasphere, to the media industries themselves, to the social, cultural and technological contexts in which these industries function. This encourages students to follow the flow of information and ideas from news production through to dissemination and negotiation, revealing how important journalism and media studies are to each other.



50,00 €

46,73 € (zzgl. MwSt.)

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Artikelnummer: 9780195588019

Medium: Buch

ISBN: 978-0-19-558801-9

Verlag: OUP Australia & New Zealand

Erscheinungstermin: 15.10.2015

Sprache(n): Englisch

Auflage: 3. Auflage 2015

Produktform: Kartoniert

Gewicht: 1214 g

Seiten: 504

Format (B x H): 206 x 249 mm

