Casey Benyahia / Gardner / Rayner

Media Studies

Bringing together key writings with original textbook material, the second edition of Media Studies: The Essential Resource explains central perspectives and concepts within Media Studies. Readers are introduced to a range of writing on media topics promoting an understanding of the subject from both contemporary and historical perspectives. The text is split into three parts covering Analysis and Perspectives, Media Audiences and Ecologies and Creativities. The key areas of study are discussed, with accessible readings from essential theoretical texts and fully supported with an author commentary. Theoretical perspectives are used to analyse contemporary media forms and activities direct students to interrogate readings further and apply their learning. Encouraging critical and analytical study, Media Studies: The Essential Resource helps students to understand the main theories and theorists within Media Studies.

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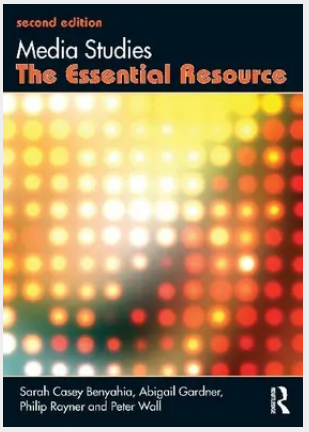

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