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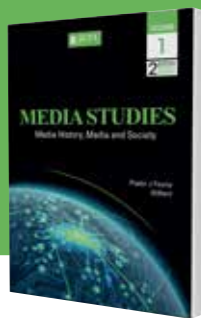


Introducing MEDIA STUDIES- THE SERIES



Editor: Pieter J Fourie





Media Studies Volume 1

Media History, Media and Society

Edition: 2nd edition (Revised Reprint)

This is the first volume in the four-part textbook series in *Media Studies*. This up-to-date, comprehensive, user-friendly and accessible series has been written by key thinkers in Media Studies locally and from abroad.

Media Studies encompasses the systematic, critical and analytical study of the media, in all its forms, and sees the media as one of the most important generators and disseminators of meaning in contemporary society. Media Studies investigates who owns the media, who produces the media, media content and the users of the media. It investigates the power relationships between the media and politics, culture, economy, society, and above all, the relationship between the media and democracy.

For the revised reprint, a new introduction has been included in this volume to highlight the relevance of the current content and to contextualise within it the content of **Volume 4 Social (New) Media and Mediated Communication Today** (2017).

CONTENTS:

- A history of the South African media
- A macro history of the media in Africa
- Theoretical approaches to mass communication and media research
- The functions and effects of the media in society
- Media culture/media and culture
- The ideological power of the media
- The media as public sphere in contemporary society
- The impact of globalisation and communication technology on media and media communication

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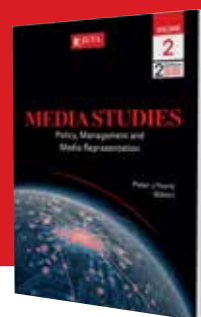
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Media Studies Volume 2

Policy Management and Media Representation

Edition: 2nd edition (Revised Reprint)

In the second volume of the four-part textbook series on *Media Studies* the emphasis is again on the relationship between media and society. While further exploring media as an institution, this volume also introduces the topics of media regulation and content.

Volume 2 is guided in part by the question: How do we control and manage the media? Communications policy is explained, with overviews of how the Southern African media is externally and internally regulated to ensure a well-organised and disciplined modern media system. Strategic ways of managing the media are discussed.

The book deals with the concept of media representation: How does the media reflect and represent reality or its aspects? Is the news that is presented an accurate portrayal of reality? How does the media deal with identity, race, gender, sexual orientation, the environment, AIDS, violence and terrorism? This section thus critically analyses questions about how the media depicts people, topics, organisations and issues.

Media Policy, Management and Media Representation is written for Media Studies students at universities and universities of technology.

For the revised reprint, a new introduction has been included in this volume to highlight the relevance of the current content and to contextualise within it the content of **Volume 4 Social (New) Media and Mediated Communication Today** (2017).

CONTENTS:

Part 1: Media Policy

- Chapter 1: The nature of media and communications policy
- Chapter 2: External media regulation in South Africa
- Chapter 3: Internal media regulation in South Africa

Part 2: Media Management

- Chapter 4: Media and communication markets
- Chapter 5: Strategic media management

Part 3: Representation

- Chapter 6: Representation defined
- Chapter 7: News as representation

- Chapter 8: Media and the construction of identity
- Chapter 9: Media and race
- Chapter 10: Gender and the media
- Chapter 11: Media and sexual orientation: the portrayal of gays and lesbians
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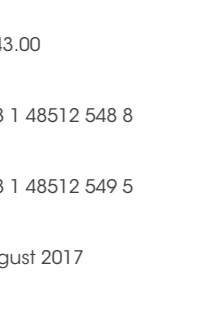
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Media Studies Volume 3

Media Content and Media Audiences

Edition: 1st edition (Revised Reprint)

In the third volume of this series, *Media Studies*, the emphasis is on media content and media audiences. Media content and media audiences (or users) are covered from methodological and theoretical perspectives.

For the revised reprint of this volume, a new introduction has been included to highlight the relevance of the current content and to contextualise within it the content of **Volume 4 Social (New) Media and Mediated Communication Today** (2017).

CONTENTS:

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- Chapter 1: Quantitative Content Analysis
- Chapter 2: Communication and Media Semiotics
- Chapter 3: Media, Language and Discourse
- Chapter 4: Media and visual Literacy
- Chapter 5: visual Text Analysis
- Chapter 6: Textual Analysis: Narrative and Argument
- Chapter 7: Narrative Analysis
- Chapter 8: Film Theory and Criticism

PART 2: MEDIA AUDIENCES

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- Chapter 10: Questionnaire Surveys in Media Research
- Chapter 11: Field Research in Media Studies
- Chapter 12: Measuring Media Audiences
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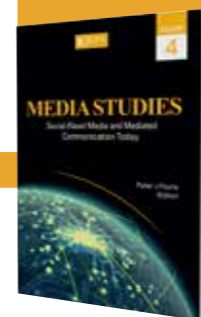
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Media Studies Volume 4

Social (New) Media and Mediated Communication Today

In *Media Studies* Volume 4 the emphasis is on social (new) media in the new digitised and converged media landscape. The authors seek to describe and understand the nature of social (new) media and its effects on mediated communication, society and humanity. In general, the book seeks to understand today's mediated communication environment as part of the processes of the mediatization of life, society and the world.

Volume 4 is a succession and continuation of the preceding three volumes. It aims to stimulate theory and research about social (new) media communication as a human communication phenomenon.

CONTENTS:

- Social media and mediated communication in postmodern society
- What are the social media? Introductory definitions
- Researching audiences in the age of social media
- Social media and globalisation
- Thinking about the public sphere and new (social) media
- Identity 2.0: negotiating identity and the politics of belonging in cyberspace
- Social media: freedom of expression, media regulation and policy
- Social media policy in Africa
- The impact of the social media on journalism
- Journalism and new (social) media in South Africa
- The ethics of social media in South African journalism
- Chapter 12 using social media for branding
- Participation in the digital age: public self-expression and public identity 'work'

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ABOUT THE EDITOR

Prof Pieter J. Fourie is a previous head (1987-2004) of the Department of Communication Science of the University of South Africa and presently Emeritus Professor and Research Fellow in the same Department. He is the author and editor of a number of books in Communication Studies, including the Juta published three volume series with the titles: *Media Studies Volume 1: Media history, media and society*, *Media Studies Volume 2: Policy, Management and Media Representation* and *Media Studies Volume 3: Media Content and Media Audiences*. He has published more than ninety research articles and chapters in books, is a NRF (National Research Foundation) rated researcher, holder of the South African Academy for Science and Arts' Stals Award for Communication Science (2003), and Editor-in-Chief of the accredited journal *Communication: South African Journal for Communication Theory and Research*. In 2015 he was awarded Lifelong Fellowship of the South African Communication Association for his contribution to the Association and communication science in South Africa.

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