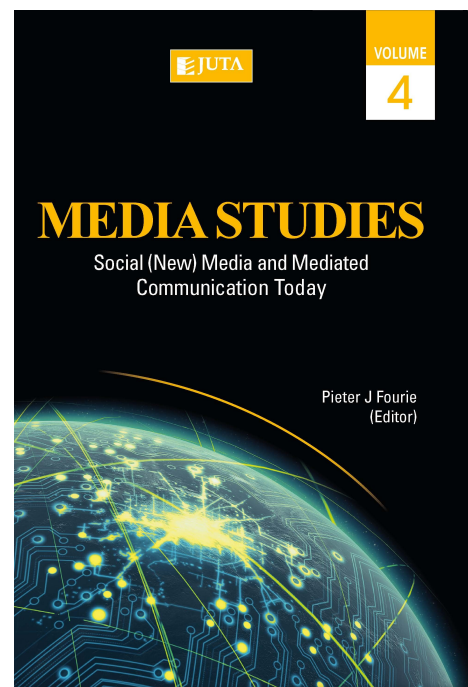


Media Studies Volume 4

Edition:	Volume 4
Publication date:	2017
Author/Editors:	Fourie Pieter
ISBN:	9781485115793
Format:	Soft Cover
Number of Pages:	492 pages
Retail price:	R637.00 (incl. VAT, excl. delivery.)
Website Link:	juta.co.za/pdf/24309/



About this Publication:

Media Studies Volume 4, developed by its expert authors will deal with media theory and research in the context of how social (new) media and the convergence and digitisation of the media have changed and affected mediated communication today. Practical examples, case studies, applications, learning outcomes and exercises will be part of the book. This is the final volume in the Juta Media Studies series.

Contents Include:

- CHAPTER 1 SOCIAL MEDIA AND MEDIATED COMMUNICATION IN POSTMODERN SOCIETY
- CHAPTER 2 WHAT ARE THE SOCIAL MEDIA? INTRODUCTORY DEFINITIONS
- CHAPTER 3 RESEARCHING AUDIENCES IN THE AGE OF SOCIAL MEDIA
- CHAPTER 4 SOCIAL MEDIA AND GLOBALISATION
- CHAPTER 5 THINKING ABOUT THE PUBLIC SPHERE
- CHAPTER 6 IDENTITY 2.0: NEGOTIATING IDENTITY AND THE POLITICS OF BELONGING IN CYBERSPACE
- CHAPTER 7 SOCIAL MEDIA POLICY IN AFRICA
- CHAPTER 8 SOCIAL MEDIA: FREEDOM OF EXPRESSION, MEDIA REGULATION AND POLICY
- CHAPTER 9 THE IMPACT OF THE SOCIAL MEDIA ON JOURNALISM
- CHAPTER 10 JOURNALISM AND NEW (SOCIAL) MEDIA IN SOUTH AFRICA
- CHAPTER 11 THE ETHICS OF SOCIAL MEDIA IN SOUTH AFRICAN JOURNALISM
- CHAPTER 12 USING SOCIAL MEDIA FOR BRANDING
- CHAPTER 13 Participation in the digital age: - Public self-expression and public identity 'work'