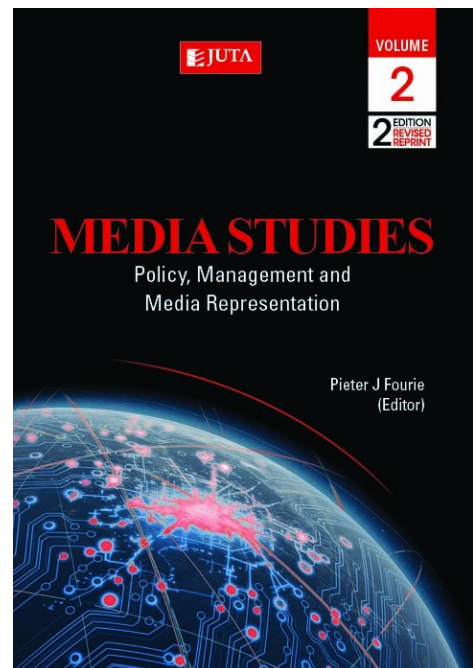


Media Studies: Policy Management and Media Representation (Volume 2)

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About this Publication:

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.

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