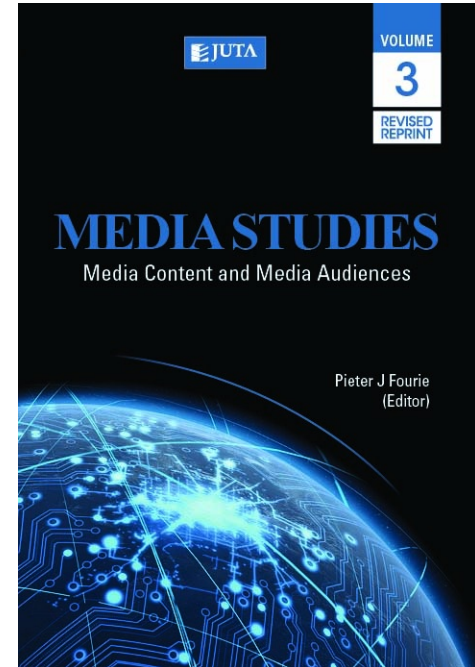


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About this Publication:

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).

Part 1 of the book deals with: quantitative content analysis; communication and media semiotics; media, language and discourse; media and visual literacy; visual text analysis; textual analysis: narrative and argument; narrative analysis; film theory and criticism Part 2 deals with: media audience theory (dealing with the uses and gratification theory, reception theory and ethnography); questionnaire surveys in media research; field research in media studies; measuring media audiences; psychoanalysis and television as an illustration of an applied theoretical approach in media audience research.

Contents Include:

PART 1: MEDIA CONTENT

- 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
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- Chapter 8: Film Theory and Criticism

PART 2: MEDIA AUDIENCES

- Chapter 9: Media Audience Theory
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