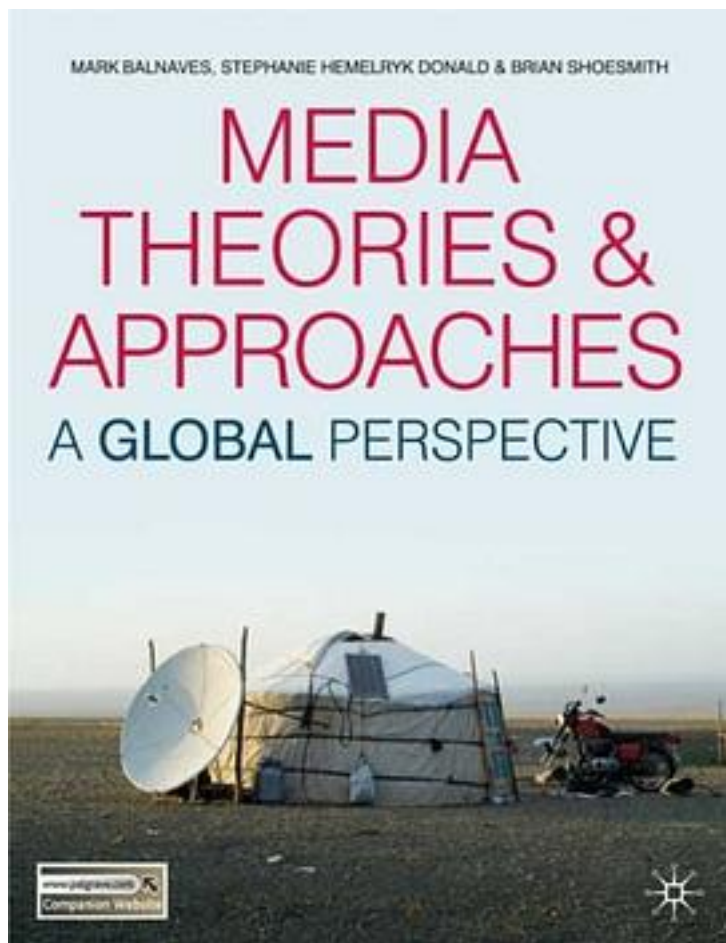


# Media Theories and Approaches



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Truly global and cutting-edge, this is the resource for all students studying media in today's world. It is a truly accessible but critical text. It offers an explicitly global approach, including chapters on developing Asian countries. It provides an excellent

balance of new and traditional media. It contains an accompanying online resource to provide regular updates of key statistics. This is a manageable introduction to all the theories and approaches that make up media studies. The book is accompanied by extensive textual and online resources to give readers guidance at every step. Offering a truly global approach, this is a cutting-edge text for today's students seeking to understand worldwide media, past and present.

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