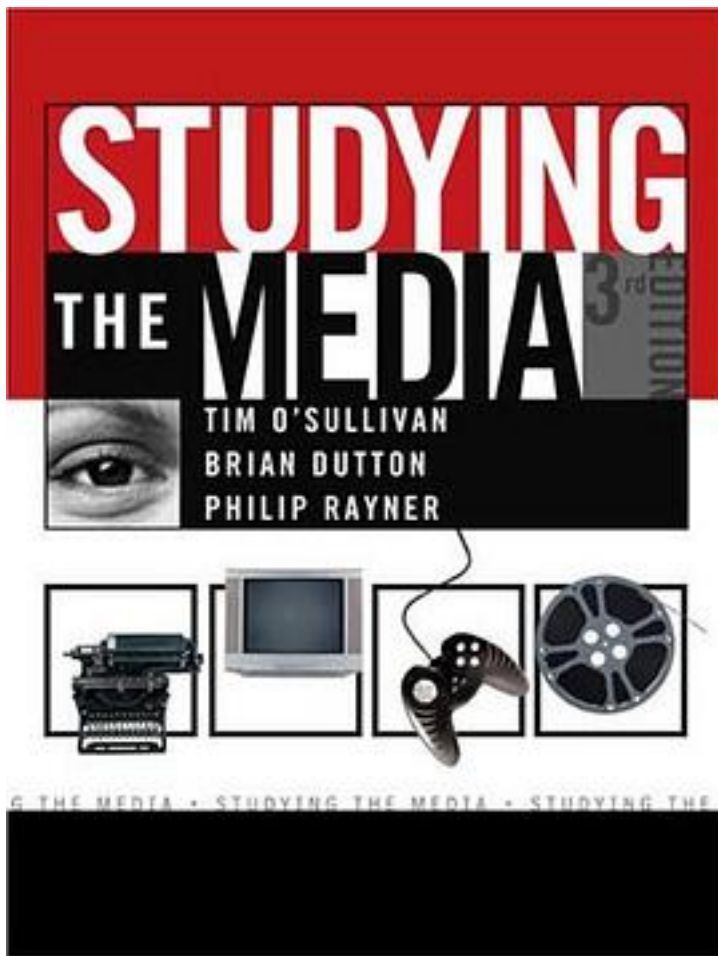


Studying the Media



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A new edition of Arnold's number one media studies textbook, Studying the Media is a major event. The only A level textbook to offer full colour throughout, this new edition has been thoroughly revised to address the needs of media students taking the new

AS/A2 media studies specifications and as pre-course reading for undergraduates. Following the revised specifications, it contains much more material on media texts and representations including genre, more on globalisation, film and new media. The chapter on media research and investigation addresses the needs of students undertaking project work, and a glossary of key terms help ensure their understanding of key concepts. Giving students a foundation framework to build on, Studying the Media also provides numerous creative exercises and activities, with suggestions for future reading and guidelines for further research and analysis.

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