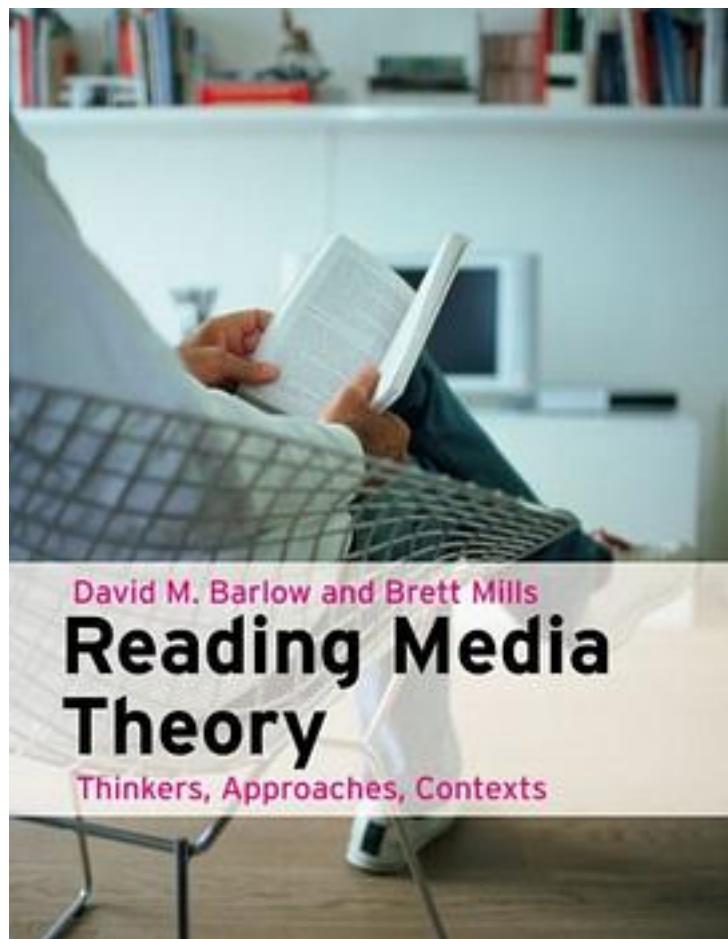


Reading Media Theory



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This unique part reader, part textbook brings core primary media theory readings to the student whilst assisting them with reading, understanding, decoding and deconstructing the material. The dual functionality of the book helps students to

familiarise themselves with core texts and develop the necessary critical reading skills and confidence required to engage with the subject. The text is annotated throughout and explores context, content, structure and writing style in order to bring theory to life for the reader. The book is split into four sections, namely Reading theory, Key thinkers and schools, Approaches and Media Theory in context. This structure is adopted in order to encourage students to familiarise themselves with the material, and the progressive pedagogical apparatus guides them to approach it gradually whilst developing their skill set. The provision of questions to provoke further thought helps to encourage the student to read more widely around the subject and engage with core concepts of both theory and learning. Ultimately the text acts as a 'how to read' handbook for media theory and is structured so that students can learn the literature as well as learning how to approach it.

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