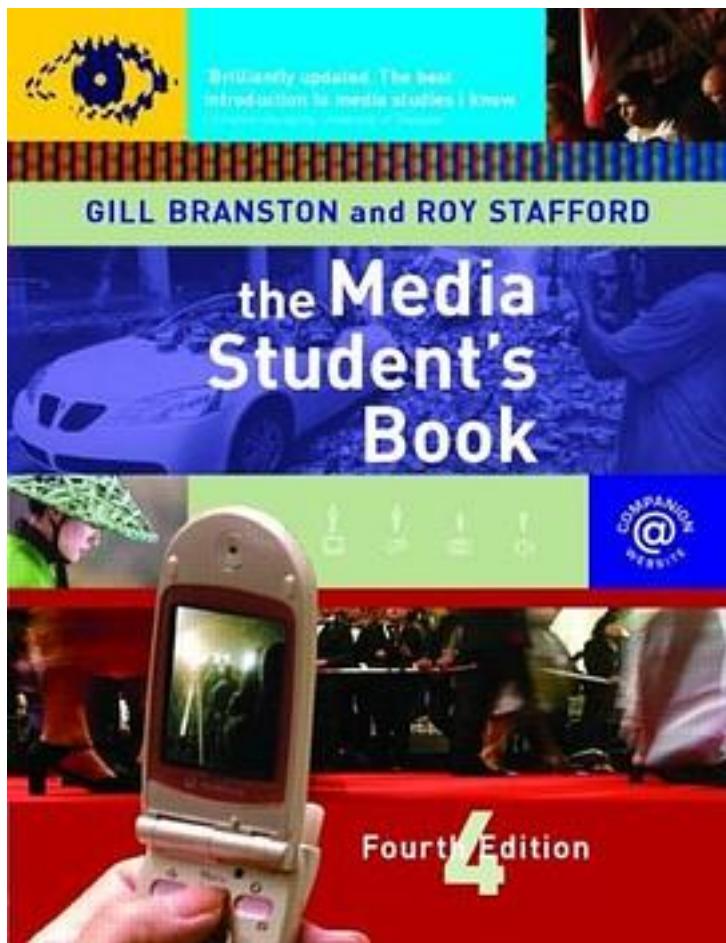


The Media Student's Book



[The Media Student's Book_ 下载链接1](#)

著者:Branston, Gill; Stafford, Roy;

出版者:

出版时间:2010-5

装帧:

isbn:9780415558426

The Media Student's Book is a comprehensive introduction for students of media studies. It covers all the key topics and provides a detailed, lively and accessible guide to concepts and debates. Now in its fifth edition, this bestselling textbook has been

thoroughly revised, re-ordered and updated, with many very recent examples and expanded coverage of the most important issues currently facing media studies. It is structured in three main parts, addressing key concepts, debates, and research skills, methods and resources. Individual chapters include: approaching media texts narrative genres and other classifications representations globalisation ideologies and discourses the business of media new media in a new world? the future of television regulation now debating advertising, branding and celebrity news and its futures documentary and 'reality' debates from 'audience' to 'users' research: skills and methods. Each chapter includes a range of examples to work with, sometimes as short case studies. They are also supported by separate, longer case studies which include: Slumdog Millionaire online access for film and music CSI and detective fictions Let the Right One In and The Orphanage PBS, BBC and HBO images of migration The Age of Stupid and climate change politics. The authors are experienced in writing, researching and teaching across different levels of undergraduate study, with an awareness of the needs of students. The book is specially designed to be easy and stimulating to use, with: a Companion Website with popular chapters from previous editions, extra case studies and further resources for teaching and learning, at: www.mediastudentsbook.com margin terms, definitions, photos, references (and even jokes), allied to a comprehensive glossary follow-up activities in 'Explore' boxes suggestions for further reading and online research references and examples from a rich range of media and media forms, including advertising, cinema, games, the internet, magazines, newspapers, photography, radio, and television.

作者介绍:

目录:

[The Media Student's Book_下载链接1](#)

标签

media

教科书

媒体

传媒

textbook

media_studies

英文原版

大众传播

评论

大英帝国的画风

表里如一，如书封上所说的一本 Media Studies 入门书。浅显易读，case studies 的例子非常与时俱进。整体满系统的。

这本跟BTF那本一样，读得最好玩的地方是案例时不时就讲到doctor who啦，CSI啦，criminal minds啦……

大学生入门读物

[The Media Student's Book](#) [下载链接1](#)

书评

[The Media Student's Book](#) [下载链接1](#)