

Key Readings In Journalism

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this work brings together the essential writings that every student of journalism should know it presents 40 of the most important works about journalism arranged

thematically to enable students to think deeply and broadly about journalism its social impact its history key individuals and institutions its practice and its future

the role of the news media in defining the important issues of the day also known as the agenda setting influence of mass communication has received widespread attention over the past 20 years since the publication of mccombs and shaw s seminal empirical study more than one hundred journal articles and monographs have appeared this collection exemplifies the major phases of research on agenda setting tests of the basic hypothesis contingent conditions affecting the strength of this influence the natural history of public issues mass media influence on public policy and the role of external sources from the president to public relations staffs on the news agenda

the purpose of this collection is to make the chief utterances of the past three hundred years on the subject of newspapers and the press easily accessible to all who are interested in journalism there are certain recognized in some cases even classic pronouncements upon journalistic subjects of which one frequently says that they should read by everyone who pretends to a knowledge of the newspaper as a social phenomenon and as a force in government in groups and in the lives of individuals but because these pieces are scattered some of them in obscure hiding places they are not generally read and we come to know them vaguely by hearing them spoken of rather than intimately by careful reading many such essays addresses and papers as well as certain less known but worthy pieces are brought together in this volume introduction

this the first book to deal solely with virginia woolf s non fiction writing from a historical and theoretical perspective covers comprehensively and in detail woolf s essays and journalism including the juvenilia reviews critical essays autobiographical writings a room of one s own and three guineas publisher s website

drawing from a wide variety of sources and political and cultural viewpoints this

collection designed to supplement any core textbook in introduction to mass communication is predicated on the fact that students learn about the media mainly through the media by reading or hearing about media in media publications or broadcasts

what next for audience research in the 21st century

key readings in media today provides both historical and contemporary analyses of each of the major media industries book newspaper magazine sound recording radio motion picture television new media advertising and public relations the volume places an emphasis on convergence looking at the ways boundaries between these media industries are blurring in surprising new ways section introductions and headnotes for each article offer valuable critical and historical context while review questions after each reading test students understanding of key concepts additional resources on the companion website routledge com textbooks 9780415876087 are designed to spark classroom discussion and connect the readings to the latest contemporary media issues and controversies by combining classic studies of mass communication with contemporary research on media technology and culture key readings in media today will help students to make sense of the rapidly changing media environment

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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Introduction

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