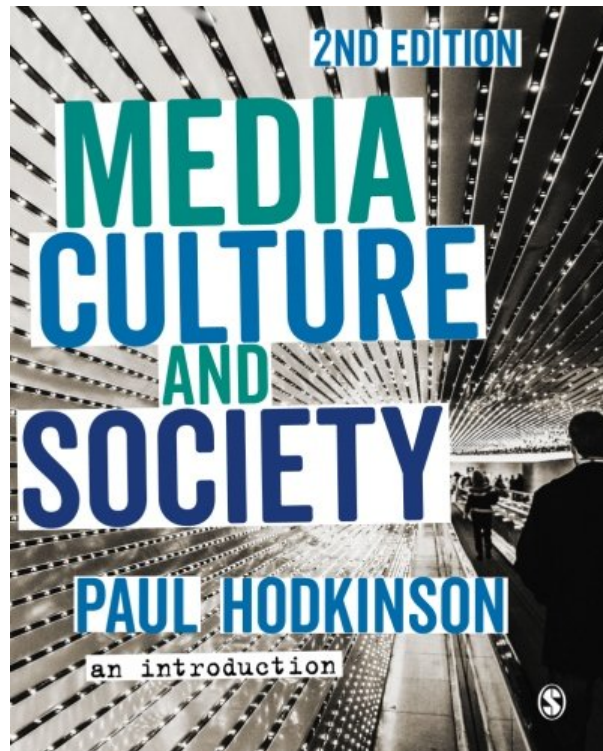
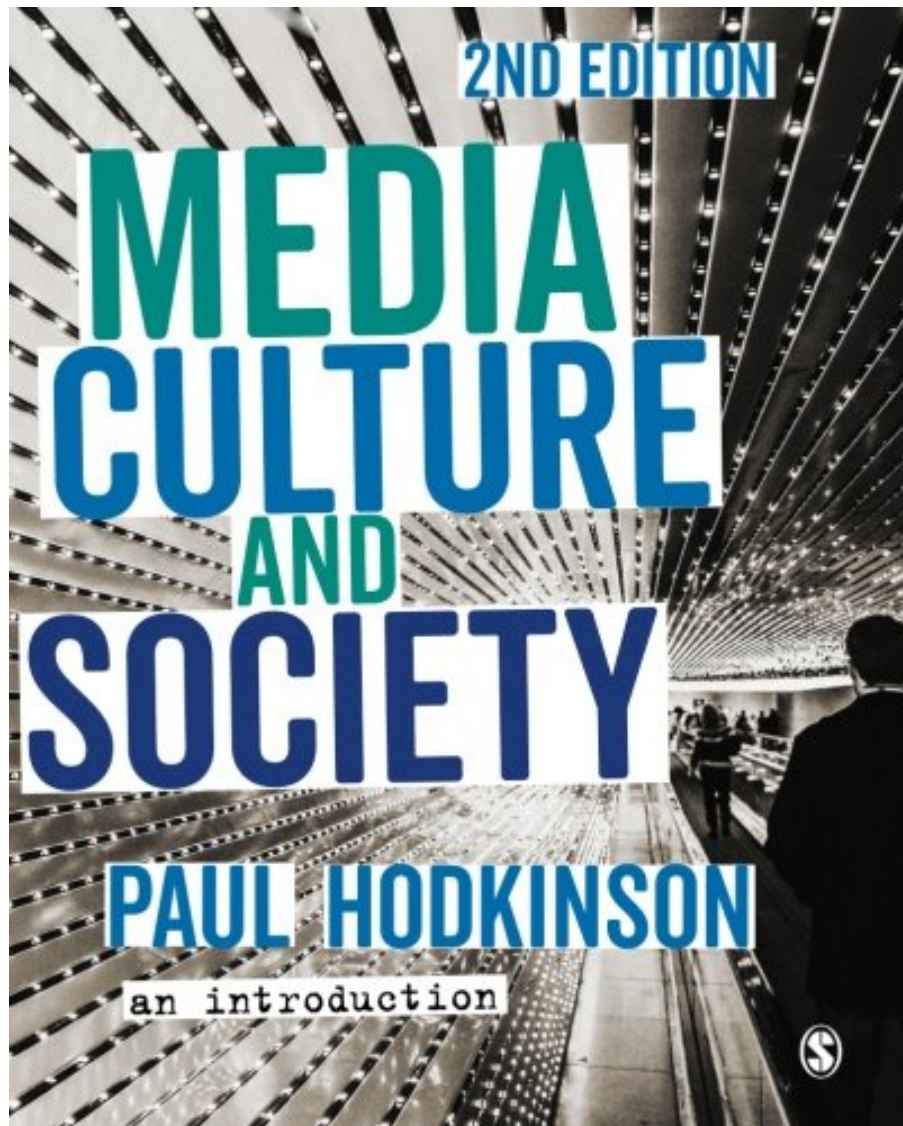


MEDIA, CULTURE AND SOCIETY: AN INTRODUCTION BY PAUL HODKINSON



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Review

Praise for the first edition:

In his beautifully balanced, clear and broad-ranging account of a fast-changing field, Paul Hodkinson has successfully brought together myriad perspectives with which to critically analyse today's media culture and media society. (Sonia Livingstone)

This is a highly useful book for those teaching and studying media. It provides comprehensive accounts of classic approaches to media and culture, but also recent theorists and research. Artfully, it feels fresh but grounded. This is not just a textbook, but also a scholarly exposition of the nature of media studies today. It is one I thoroughly endorse. (Andrew McStay)

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About the Author

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Paul Hodkinson's bestseller is back, once again exploring the concepts and complexities of the media in an accessible, balanced and engaging style. Additions to the Second Edition include:

- A new chapter on advertising and sponsorship
- Extensive revision and updating throughout all chapters
- New material on technologies, censorship, online news, fan cultures and representations of poverty
- Greater emphasis on and examples of digital, interactive and mobile media throughout
- Fully reworked chapter on media, community and difference
- Up-to-date examples covering everything from social media, contemporary advertising, news events and mobile technologies, to representations of class, ethnicity and gender.

Combining a critical survey of the field with a finely judged assessment of cutting-edge developments, this Second Edition cements its reputation as the must-have text for any undergraduate student studying media, culture and society.

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