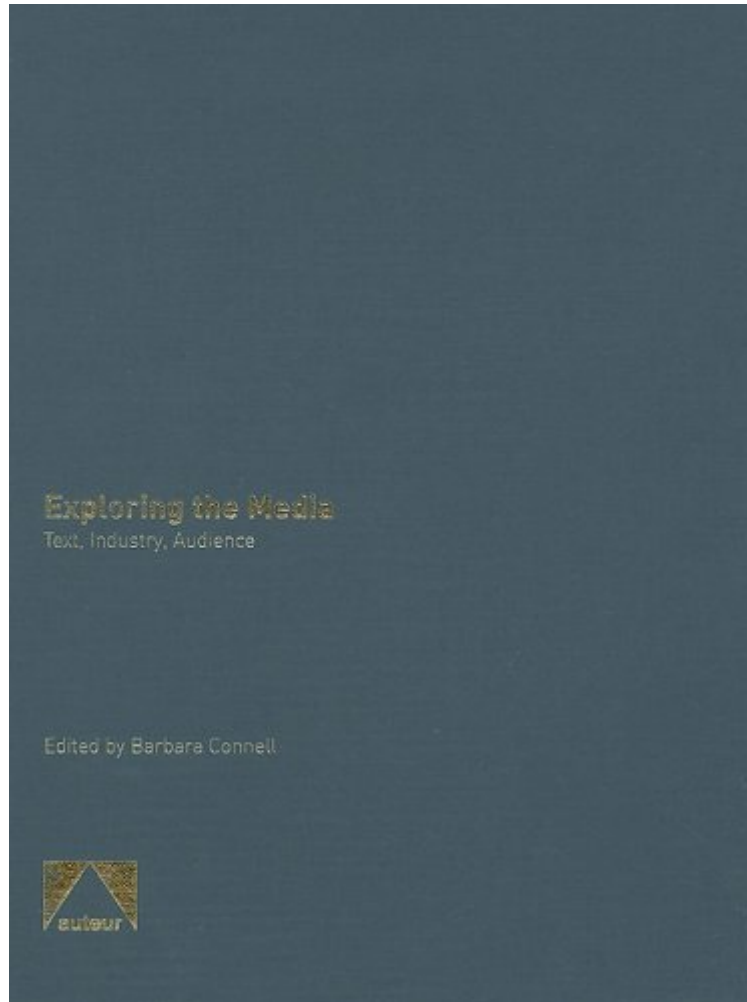


(Free pdf) Exploring the Media: Text, Industry, Audience

Exploring the Media: Text, Industry, Audience

From Brand: Auteur

*ePub | *DOC | audiobook | ebooks | Download PDF*



 Download

 Read Online

#16808061 in Books Auteur 2009-03-13Original language:EnglishPDF # 1 9.70 x .60 x 7.30l, 1.20 #File Name: 1903663938160 pages | File size: 50.Mb

From Brand: Auteur : Exploring the Media: Text, Industry, Audience before purchasing it in order to gage whether or not it would be worth my time, and all praised Exploring the Media: Text, Industry, Audience:

Featuring the input of highly experienced instructors, this exciting textbook explores key concepts and develops students analytical, research, and production skills. Each chapter advances the students' knowledge and understanding through a series of developmental assignments and a variety of approaches. Contributors employ a range of different media forms and platforms to consider textual analysis, and they study representation from the point of view of the position and response of audiences and users. A section outlining approaches to production work considers the creation of texts in different media forms, and practical advice aides in developing research skills. A series of industry

case studies focus particularly on television shows (including *The Wire*), film, computer games, advertising, magazines, and newspapers.

About the Author Barbara Connell is subject leader for media studies at Coleg Glan Hafren, Cardiff, Wales, and chief examiner for WJEC Media Studies A/AS level.