



# Media, Culture and Society: An Introduction

*Paul Hodkinson*

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## **Media, Culture and Society: An Introduction** Paul Hodkinson

'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, Professor of Media & communication, LSE*

Clearly organized, systematic and combining a critical survey of the field with a finely judged assessment of cutting edge developments, this book provides a 'must have' contribution to media and communication studies.

The text is organized into three distinctive parts, which fall neatly into research and teaching requirements: *Elements of the Media* (which covers media technologies, the organization of the media industry, media content and media users); *Media, Power and Control* (which addresses questions of the media and manipulation, the construction of news, public service broadcasting, censorship, commercialization); and *Media, Identity and Culture* (which covers issues of the media and ethnicity, gender, subcultures, audiences and fans).

The book is notable for:

- Logical and coherent organization
- Clarity of expression
- Use of relevant examples

- Fair minded criticism
  
- Zestful powers of analysis

It has all of the qualities to be adopted as core introductory text in the large and buoyant field of media and communication studies.

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