



## Studying the Media

By Tim O'Sullivan, Brian Dutton, Philip Rayner

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The new edition of this classic book is a major event. Offering full color illustrations throughout, it has been thoroughly revised to reflect recent developments in the field. Besides containing much more material on media texts and representations including genre, more on globalization, film and new media, the chapter on media research and investigation addresses the needs of students undertaking project work, and a glossary of key terms help ensure their understanding of key concepts. Giving students a foundation framework to build on, *Studying the Media* also provides numerous creative exercises and activities, with suggestions for future reading and guidelines for further research and analysis.

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Easily the best available book on the market for A level media studies. Len Masterman, University of Liverpool and Visitin A 'sexy' book which is very user-friendly. S. Kockberg, University of Portsmouth, UK ... a first-class book which we've used with first-year students for the past two years. David Browne, University College of Ripon and York ... and excellent publication - by far the most useful and comprehensive of all the general introductions which I have encountered. Jerry Slater, Colchester Institute, UK ... an excellent, up-to-date and well-written text ... highly accessible and student-friendly. University of Glamorgan, UK Brilliant, necessary and so well done! The book is a breath of fresh air and reason. Melanie Dante, journalism student

### About the Author

Tim O'Sullivan is Head of the School of Media & Cultural Production at De Montfort University, Leicester, UK.

Brian Dutton is Head of Humanities at Palmer's College, Grays, Essex.

Philip Rayner is Senior Lecturer in media communications at the University of Gloucestershire, UK and Principal Moderator for AQA A level Media Studies.

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