



Media and Society: Production, Content and Participation

Nicholas Carah, Eric Louw

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'This is the media and society text that critical scholars have been waiting for'.

- Professor Mark Andrejevic, Pomona College

This book unpacks the role of the media in social, cultural and political contexts and encourages you to reflect on the power relationships that are formed as a result.

Structured around the three cornerstones of media studies; production, content and participation, this is an ideal introduction to your studies in media, culture and society. The book:

- Evaluates recent developments in media production, industries and platforms brought about the emergence of interactive media technologies.
- Examines the shifting relationship between media production and consumption instigated by the rise of social and mobile media, recasting consumption as 'participation'.
- Explores the construction of texts and meanings via media representations, consumer culture and popular culture, as well as the relationship between politics and public relations.
- Assesses the debates around the creative and cultural labour involved in meaning-making.
- Includes a companion website featuring exercise and discussion questions, links to relevant blogs and web material, lists of further reading and free access to key journal articles.

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