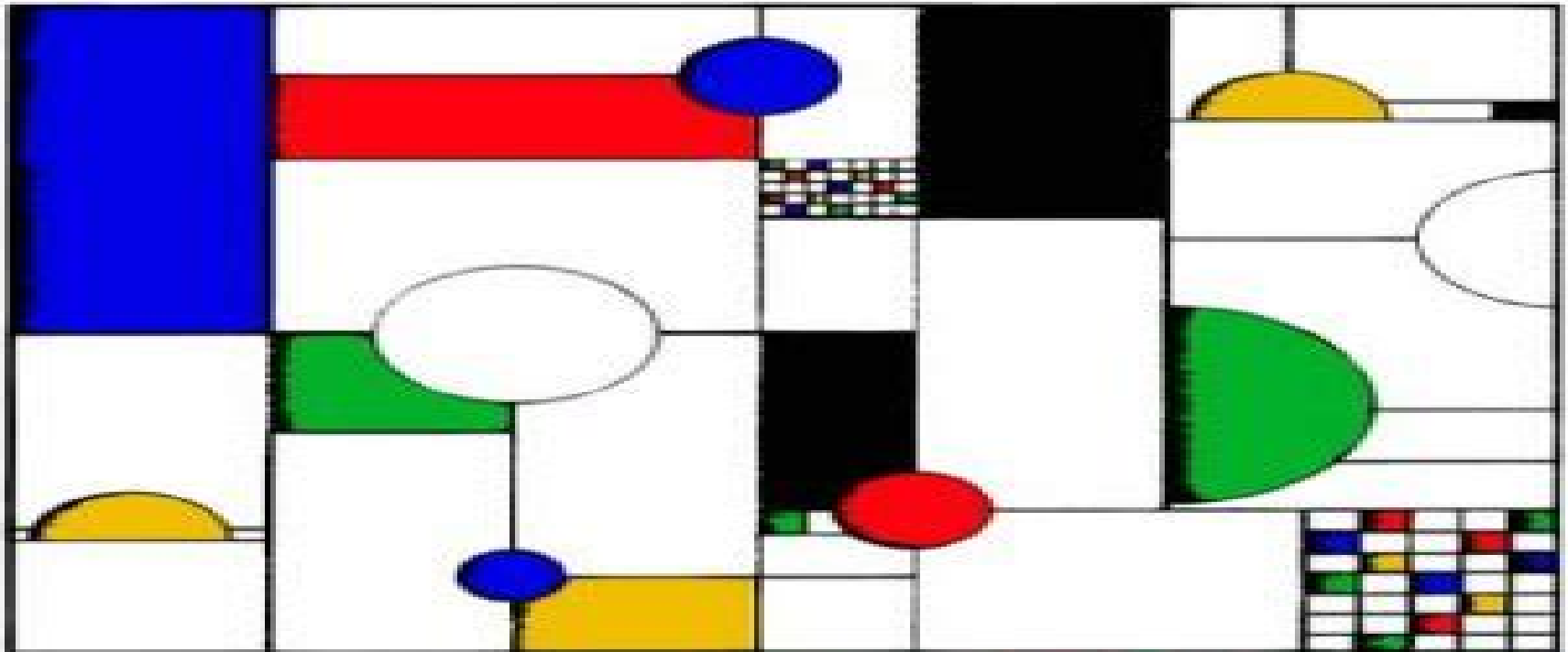


# MEDIA MAKING

MASS MEDIA IN A  
POPULAR CULTURE



LAWRENCE GROSSBERG  
ELLEN WARTELLA  
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# Mediamaking Mass Media In A Popular Culture

**Sarah McFarland Taylor**



## **Mediamaking Mass Media In A Popular Culture:**

**MediaMaking** Lawrence Grossberg, 2006 Taking a unique approach to the study of mass communication and cultural studies MediaMaking is a volume that presents the current knowledge about the relationship between media culture and society What sets this volume apart from competing texts is the approach taken and the distinguished scholarship Rather than examining each major medium separately newspapers books magazines radio television film the authors contend that mass communication cannot be studied apart from the other institutions in society and the other dimensions of social life each is shaping and defining the other They hold that media can only be understood in relation to their context institutional economic social cultural and historical As such this book explores the variety of ways in which the media are involved in our social lives The authors explore the different relationships between the media and the systems of social value and social differences that organize power in contemporary society They examine how the media are reproduced and consumed and what they produce in turn Theoretically and analytically organized with sections on media s relation to behavior politics media effects the public globalization organizations meaning and ideology this text offers students a more comprehensive understanding of the nature of media communication processes an absolutely necessary part of understanding contemporary life

*MediaMaking* Lawrence Grossberg, Ellen Wartella, D. Charles Whitney, 1998-05-20 Rather than examining each major medium separately newspapers books magazines radio television film the authors contend that mass communication cannot be studied apart from the other institutions in society and the other dimensions of social life each is shaping and defining the other They hold that media can only be understood in relation to their context institutional economic social cultural and historical As such this book explores the variety of ways in which the media are involved in our social lives The authors explore the different relationships between the media and the systems of social value and social differences that organize power in contemporary society They examine how the media are reproduced and consumed and what they produce in turn

*MediaMaking* Larry Grossberg, Ellen Wartella, David Charles Whitney, John Macgregor Wise, 2013 In MediaMaking media theory and cultural studies are brought together to present the interrelations among various media the overall development of a media culture and the broader social context in which media is located Media Studies: Media history, media and society

Pieter Jacobus Fourie, 2007 While examining exactly who owns the media and who produces the media this text manages to encompass the systematic critical and analytical media in all its forms and concludes that the media is one of the most important generators and disseminators of meaning in contemporary society Investigating the power relationships between the media and politics culture economy society and above all democracy this resource is well suited for anyone with an interest in the modern role of media in society **Media Studies: Institutions, theories, and issues**

Pieter Jacobus Fourie, 2001 This outcomes based textbook provides comprehensive information on the makeup of media institutions theories in media studies and critical issues that face the media today With this guide media students learn the history of the media

and learn how to keep up with the latest trends and developments in broadcasting printed press and film Outlined is how to develop an internal media policy with company mission statements news and programming policies The relationship of the media to the economy politics and society and how the media represents race gender violence and terrorism are also discussed

**Popular Culture Studies Across the Curriculum** Ray B. Browne, 2005-01-13 Academic curricula are being strengthened and enriched through the enlightened realization that no discipline is complete unto itself In the interdisciplinary studies that result the one theme that remains universal is popular culture Academia throughout the disciplines is rapidly coming to understand that it should be used in courses campus wide and on all levels All in the world of education benefit from the use of the cultures around them This work emphasizes the need for interdisciplinary mingling and explores the ways in which instructors can utilize popular culture studies in order to deepen both their own areas of specialization and their students appreciation of education The collection of 18 essays spans campus curricula including the humanities English literature American studies folklore and popular culture the social sciences anthropology history sociology and communications religion and philosophy geography women s studies economics and sports Also addressed is the importance of popular culture courses in both community colleges and high school settings

*Mass Media* James B. Martin, 2002 Mass media has become an integral part of the human experience News travels around the world in a split second affecting people in other countries in untold ways Although being on top of the news may be good at least for news junkies mass media also transmits values or the lack thereof condenses complex events and thoughts to simplified sound bites and often ignores the essence of an event or story The selective bibliography gathers the books and magazine literature over the previous ten years while providing access through author title and subject indexes

Culture, Politics, Race and Diaspora Brian Meeks, 2007 Stuart Hall in whose honour this volume is compiled has made significant contributions to contemporary social and political discourse Constantly praised for his scholarly prescience he was at the helm of the forging and definition of the discipline of Cultural Studies and nurtured an entire cadre of young intellectuals who continue to make remarkable contributions in the fields of Cultural Studies and Social Criticism The essays that constitute this collection all in different ways contend with Hall s methodology his philosophy as well as many other dimensions of his rich and textured intellectual career More importantly however they serve to reconnect his work to the social context of his island of birth Jamaica and the wider Caribbean

**Critical Media Studies** Brian L. Ott, Robert L. Mack, 2025-10-21 Master the critical tools for understanding media in today s fast evolving digital landscape Critical Media Studies An Introduction for the Digital Age provides students with a powerful framework for analyzing the impact of media on knowledge attitudes and behaviors In a world increasingly shaped by digital technologies and personalized information feeds this leading textbook supplies the theoretical tools and knowledge to understand how media influence individuals and society With an interdisciplinary approach Brian L Ott and Robert L Mack explore media s role as a powerful socializing force addressing the key areas of

media technologies industries messages and audiences Each section delves into distinct critical perspectives such as Marxist feminist and queer analysis alongside exclusive chapters on pragmatic and erotic approaches The fourth edition includes significant updates including a detailed examination of the ecological impact of digital media and unique engagement with Byung Chul Han's philosophy Throughout this edition revised chapters incorporate contemporary examples cutting edge pedagogical features timely discussion of global trends and much more Ideal for both undergraduate and graduate students Critical Media Studies is perfect for courses in Media Studies Communication and Digital Media programs Whether in introductory or advanced classes students will find the text invaluable for fostering critical thinking media literacy and informed citizenship Covering both introductory and advanced topics it is also a valuable reference for scholars media professionals and those in communication related fields

*Theories of the Mobile Internet* Andrew Herman, Jan Hadlaw, Thom Swiss, 2014-11-27 This volume proposes the mobile Internet is best understood as a socio technical assemblage of objects practices symbolic representations experiences and affects Authors from a variety of disciplines discuss practices mediated through mobile communication including current phone and tablet devices The converging concepts of Materialities ranging from the political economy of communication to physical devices and Imaginaries including cultural values desires and perceptions are touchstones for each of the chapters in the book

**Transmedia Work** Karin Fast, Andre Jansson, 2019-04-05 In *Transmedia Work* Karin Fast and Andre Jansson explore several key questions that frame the study of the social and cultural implications of a digital connected workforce How might we understand privilege and precariousness in today's digitalized work market What does it mean to be a privileged worker under the so called connectivity imperative What are the social and cultural forces that normalize the appropriation of new media in and beyond the workplace These key questions come together in the notion of transmedia work a term through which a social critique of work under digital modernity can be formulated Transmedia work refers to the rise of a new social condition that saturates many different types of work with various outcomes In some social groups and in certain professions transmedia work is wholeheartedly embraced while it is questioned and resisted elsewhere There are also variations in terms of control who can maintain a sense of mastery over transmedia work and who cannot Through interviews with cultural workers expatriates and mobile business workers and ancillary empirical data such as corporate technology and coworking discourse *Transmedia Work* is an important addition to the study of mediatization and digital culture

*Privilege Through the Looking-Glass* Patricia Leavy, 2017-10-10 *Privilege Through the Looking Glass* is a collection of original essays that explore privilege and status characteristics in daily life This collection seeks to make visible that which is often invisible It seeks to sensitize us to things we have been taught not to see Privilege power oppression and domination operate in complex and insidious ways impacting groups and individuals And yet these forces that affect our lives so deeply seem to at once operate in plain sight and lurk in the shadows making them difficult to discern Like water to a fish environments are nearly impossible to perceive when we

are immersed in them This book attempts to expose our environments With engaging and powerful writing the contributors share their personal stories as a means of connecting the personal and the public This volume applies an intersectional perspective to explore how race class gender sexuality education and ableness converge creating the basis for privilege and oppression Privilege Through the Looking Glass encourages readers to engage in self and social reflection and can be used in a range of courses in sociology social work communication education gender studies and African American studies Each chapter includes discussion questions and or activities for further engagement Privilege Through the Looking Glass offers a varied and profound examination of how privilege functions as the underside of power This is a powerful and important book about inequality identity agency and the challenge of addressing difference as part of a democratic ethos in a time of growing authoritarianism all over the world Every educator should read this book Henry A Giroux Professor McMaster University A courageous volume that blends theory personal experiences and reflections on contemporary debates over identity This is a book that is more about the politics of identity than identity politics It is a powerful testament to the urgency of understanding privilege and deserves to be read widely Peter McLaren Distinguished Professor Chapman University Privilege Through the Looking Glass unmask the casual isms that suppress the best aspects of our humanity by assembling a powerful and honest collection of parables Poignant and unflinching the contributors eschew to the cloak of objectivism to give the hard truth about privilege as a social ill and the collective responsibility of the conscious community to confront all forms of oppression this book has lessons for anyone with the spirit to explore better ways to be themselves and relate to others Ivory A Toldson Professor Howard University and Editor in Chief for The Journal of Negro Education Patricia Leavy Ph D is an award winning independent sociologist and best selling author [Arguing for a General Framework for Mass Media Scholarship](#) W. James Potter, 2008-12-11 Arguing for a General Framework for Mass Media Scholarship challenges scholars and students to consider and reconsider what we know about media and how we think about media As such the book provides an important framework for thinking about knowledge regardless of the discipline The text provides all of the necessary tools to move the field forward in a way that will increase the rigor of the work being done and augment the overall profile of the discipline Dana Mastro University of Arizona In this groundbreaking book W James Potter presents an innovative perspective to media scholars and students who are frustrated with the fragmentation of research findings across so many journals books and fields Arguing for a General Framework for Mass Media Scholarship presents a clear plan for a more efficient way to build knowledge about the mass media so that it can be better organized and made more useful Key Features Conducts an in depth analysis of mass media scholarship s four major facets of effects content audiences and organizations Presents a significant shift in conceptualizing media effects and ways research can be conducted to generate more useful knowledge about media influence Develops narrative line as a tool to guide analyses about how content decisions are made by producers Synthesizes a system of explanation about why audiences attend to certain messages and how

individuals construct meaning from those messages Incorporates an analysis of mass media organizations to provide greater context of understanding messages and their effects on individuals and macro units in society The book will play an important role in providing structure to a broad fragmented discipline I believe it will at the very least create important dialogues about what we now know understand about areas of mass media and where we should move as a discipline This book is clearly a call to arms for mass media scholars to ratchet up the quality of research and what we know to see the interconnections within and among strands of scholarship and to move forward in a more efficient organized manner Professor Potter should be commended for this Roger Cooper Ohio University This book is that call to action that comes forward every few years to wake us up and challenge our ways of doing things not by being radical but via synthesis I've been waiting for several years for a book like this Sahara Byrne Cornell University Media Studies: Content, audiences, and production Pieter Jacobus Fourie,2001 This book includes theoretical approaches as well as a production section that focuses on basic techniques and introductory applications of media studies **Imaging in Advertising** Fern L.

Johnson,2012-08-06 The dominance of advertising in everyday life carries potent cultural meaning As a major force in the rise of image based culture advertising spreads images that shape how people live their lives While scholarship on visual images has advanced our understanding of the role of advertising in society for example in revealing how images of extremely thin female models and athletic heroes shape ideals and aspirations images circulated through language codes or verbal images in advertising have received less attention Imaging in Advertising explores how the verbal and visual work together to build a discourse of advertising that speaks to audiences and has the power to move them to particular thoughts and actions In this book Fern L Johnson presents a series of case studies exploring important advertising images racial connotations in cigarette advertising representations of cultural diversity in teen television commercials metaphors of the face appearing in ads for skin care products language borrowed from technology to sell non technology products and the illusion of personal choice that is promoted in many Internet web sites Johnson argues that examining the interplay of verbal and visual images as a structured whole exposes the invasive role of advertising in shaping culture in 21st century America

Ecopiety Sarah McFarland Taylor,2019-11-12 Tackles a human problem we all share the fate of the earth and our role in its future Confident that your personal good deeds of environmental virtue will save the earth The stories we encounter about the environment in popular culture too often promote an imagined moral economy assuring us that tiny acts of voluntary personal piety such as recycling a coffee cup or purchasing green consumer items can offset our destructive habits No need to make any fundamental structural changes The trick is simply for the consumer to buy the right things and shop our way to a greener future It's time for a reality check Ecopiety offers an absorbing examination of the intersections of environmental sensibilities contemporary expressions of piety and devotion and American popular culture Ranging from portrayals of environmental sin and virtue such as the eco pious depiction of Christian Grey in Fifty Shades of Grey to the green capitalism

found in the world of mobile device carbon sin tracking software applications to the socially conscious vegetarian vampires in True Blood the volume illuminates the work pop culture performs as both a mirror and an engine for the greening of American spiritual and ethical commitments Taylor makes the case that it is not through a framework of grim duty or obligation but through one of play and delight that we may move environmental ideals into substantive action Caught in the Crossfire Lawrence Grossberg,2015-12-03 Caught in the Crossfire reveals how the United States has been gradually changing from a society that celebrates childhood into one that is hostile to and afraid of its own children Today kids are often seen as a threat to our social and moral values In schools some behavior is criminalized and growing numbers of kids find themselves in penal and psychiatric confinement This breakdown is often too readily attributed to bad parenting the crisis of the family or the greed of capitalism Grossberg offers a new and original understanding of the changes transforming contemporary America and of the choices Americans face about their future He documents the relations between economic ideologies and economic realities and explores what is going on in the culture wars as well as on the Internet and other new media Caught in the Crossfire argues that all of these changes and tn struggles including those involving the state of kids only make sense as integral parts of a larger transformation to define America s uniqueness and to develop its own sense of modern culture Part of the Cultural Politics and the Promise of Democracy Series **The Routledge Handbook of Health Communication** Teresa L. Thompson,Roxanne Parrott,Jon F. Nussbaum,2011-08-24 The Routledge Handbook of Health Communication brings together the current body of scholarly work in health communication With its expansive scope it offers an introduction for those new to this area summarizes work for those already learned in the area and suggests avenues for future research on the relationships between communicative processes and health health care delivery This second edition of the Handbook has been organized to reflect the goals of health communication understanding to make informed decisions and to promote formal and informal systems of care linked to health and well being It emphasizes work in such areas as barriers to disclosure in family conversations and medical interactions access to popular media and advertising and individual searches online for information and support to guide decisions and behaviors with health consequences This edition also adds an overview of methods used in health communication and the unique challenges facing health communication researchers applying traditional methods to efforts to gain reliable and valid evidence about the role of communication for health It introduces the promise of translational research being conducted by health communication researchers from multiple disciplines to form transdisciplinary theories and teams to increase the well being of not only humans but the systems of care within their nations Arguably the most comprehensive scholarly resource available for study in this area the Routledge Handbook of Health Communication serves an invaluable role and reference for students researchers and scholars doing work in health communication *Richard Hoggart and Cultural Studies* S. Owen,2008-10-14 In this new collection of essays a range of established and emerging cultural critics re evaluate Richard Hoggart s



contribution to the history of ideas and to the discipline of Cultural Studies They examine Hoggart's legacy identifying his widespread influence tracing continuities and complexities and affirming his importance

**The Construction of Truth in Contemporary Media Narratives about Risk** John Gaffey, 2021-04-22

The Construction of Truth in Contemporary Media Narratives about Risk provides a theoretical framework for how in a post truth era media audiences are able to understand and navigate everyday risk The book examines media risk narratives and explores forms of truth experiential knowledge and authority Using the concept of parrhesia to show how we invest trust in various types of knowledge in a changing media environment the book demonstrates how we choose between expert and non expert information when navigating a seemingly risky world It considers how news media formats have previously engaged audiences through risk narratives and examines how experiential knowledge has come to hold a valuable place for individuals navigating what we are often told is an increasingly risky and uncertain world The book also examines the increasingly precarious position of expert knowledge and examines how contemporary truth games play out between experts and non experts and considers how this extends into the world of online and social media This book will be of interest to those researching or teaching in the areas of criminology sociology media and cultural studies and of interest to readers in professional areas such as journalism and politics

## Unveiling the Energy of Verbal Artistry: An Emotional Sojourn through **Mediamaking Mass Media In A Popular Culture**

In some sort of inundated with displays and the cacophony of instant transmission, the profound power and psychological resonance of verbal art often disappear into obscurity, eclipsed by the constant onslaught of noise and distractions. However, located within the musical pages of **Mediamaking Mass Media In A Popular Culture**, a interesting function of literary beauty that impulses with organic emotions, lies an remarkable journey waiting to be embarked upon. Written with a virtuoso wordsmith, this exciting opus books readers on an emotional odyssey, lightly revealing the latent possible and profound affect embedded within the complex web of language. Within the heart-wrenching expanse with this evocative analysis, we can embark upon an introspective exploration of the book is central subjects, dissect their interesting publishing fashion, and immerse ourselves in the indelible effect it leaves upon the depths of readers souls.

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