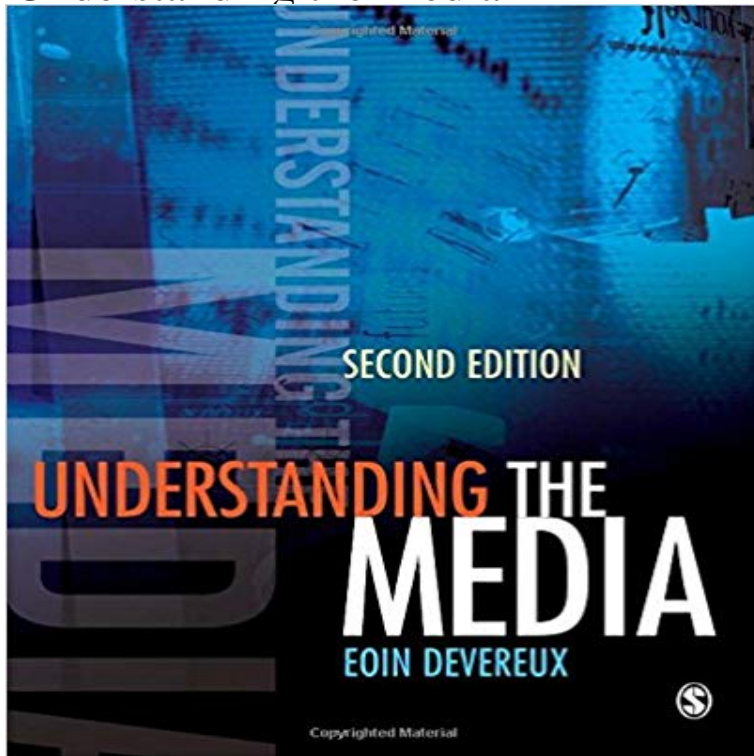


Understanding the Media



Understanding the Media introduces key theoretical issues in media analysis and encourages students to use case studies to examine their own personal media use and exposure. Author Eoin Devereux applies a model of media analysis that gives equal weight to the production, content, and reception of media texts. A particular emphasis is placed on understanding the mass media in a social context, and readers are invited to engage with a variety of questions about the increasingly complex mediascape in which we live our everyday lives.

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