DESCRIPTION

This wide-ranging and innovative book develops an original theory of the media and their impact on the modern world, from the emergence of printing to the most recent developments in the media industries.

ABOUT THE AUTHOR

John B. Thompson is Reader in Sociology at the University of Cambridge and Fellow of Jesus College, Cambridge.

FEATURES

- Theoretically innovative and up-to-date; this book develops an original theory of the media and their impact on the modern world
- Wide-ranging in scope, from the emergence of printing in early modern Europe to the most recent developments in the media industries
• The book shows how the development of communications media was interwoven with the major institutional transformations which have shaped the modern world.

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