Critical Media Studies: An Introduction
Brian L. Ott, Robert L. Mack

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DESCRIPTION

Critical Media Studies is a state of the art introduction to media studies that demonstrates how to think critically about the power and influence of the media.

- Provides extensive case study material, including exercises and “media labs” in each chapter to encourage student participation
- Draws on examples from print, broadcast, and new media, including advertising, music, film, television, video games, and the internet
- Accompanied by a website with supplementary material, additional case studies, test banks, PowerPoint slides, and a guide for professors

ABOUT THE AUTHOR

Brian L. Ott is Professor of Media Studies at Colorado State University. His previous books include The Small Screen: How Television Equips Us to Live in the Information Age (Blackwell, 2007) and a co-edited volume titled, It’s Not TV: Watching HBO in the Post-Television Era (Routledge, 2008).
Robert L. Mack received his Master of Arts in Communication Studies from Colorado State University in 2009.

FEATURES

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