

# Introduction to Media (1516)

[View Online](#)

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197 items

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## Items for Purchase (2 items)

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**The media student's book**, by Gill Branston; Roy Stafford, 2010

[Book](#) | [Items for purchase](#) | ELECTRONIC. While we recommend that you buy this title, the library has it as an e-book and in multiple print copies from this and previous editions. It covers the vast majority of topics dealt with in this unit in a thorough and accessible manner.

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**A dictionary of media and communication**, by Daniel Chandler; Rod Munday, 2011

[Book](#) | [Items for purchase](#) | The library has a reference copy of this title but it is well worth purchasing. It is relatively cheap, provides an up-to-date glossary for media studies/theory and will be of use throughout your studies.

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## Essential reading (12 items)

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### Week 1. Introduction to the unit (2 items)

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**1.1 "Introduction" from: Media, Culture and Society** - in Media, culture and society: an introduction, by Hodkinson, P., 2011

[Chapter](#) | [Essential reading](#) | DIGITISED BOOK CHAPTER

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**1.2 "Media and Meditation" IN: Keywords: a vocabulary of culture and society** - in Keywords: a vocabulary of culture and society, by Williams, R., 1988

[Chapter](#) | [Essential reading](#) | DIGITISED BOOK CHAPTER

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### Week 2. Tools for analysing texts (1 items)

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**2 "Semiotics: signs, codes and cultures" IN: Analysing media texts** - in Analysing media texts, by Gripsrud, J., 2006

[Chapter](#) | [Essential reading](#) | DIGITISED BOOK CHAPTER

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### Week 3. Tools for analysing narratives. (1 items)

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**3 "Theorists of narrativity" from: Narratives in Popular Culture, Media and Everyday Life.** - in Narratives in popular culture, media, and everyday life, by Berger, A.A., 1997

[Chapter](#) | [Essential reading](#) | DIGITISED BOOK CHAPTER

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### Week 4. Problematizing representation. (1 items)

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**4 "Cultural Analysis" from: Critical Media Studies: An Introduction.** - in Critical media studies: an introduction, by Ott, B. L.; Mack, R. L., c2010

[Chapter](#) | [Essential reading](#) | [DIGITISED BOOK CHAPTER](#)

## **Week 5. Problematising progress: media history and transformation.** (1 items)

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**5 "New Media: determining or determined?" from: New Media: A Critical Introduction** - in New media: a critical introduction, by Lister, Martin; Dovey, Jon; Giddings, Seth; Grant, Iain; Kelly, Kieran, 2009

[Chapter](#) | [Essential reading](#) | [DIGITISED BOOK CHAPTER](#)

## **Week 6. Nation and media.** (2 items)

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**6.1 "Nationality" in: The Media: An Introduction** - in The media: an introduction, by O'Connor, B., 2010

[Chapter](#) | [Essential reading](#) | [DIGITISED BOOK CHAPTER](#)

**6.2 "Community" from: Why Study the Media?** - in Why study the media?, by Silverstone, R., 1999

[Chapter](#) | [Essential reading](#) | [DIGITISED BOOK CHAPTER](#)

## **Week 7. Media and globalisation.** (1 items)

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**7. "Theories of Media Globalisation" from: Global Media Discourse** - in Global media discourse: a critical introduction, by Machin, David; van Leeuwen, Theo, c2007

[Chapter](#) | [Essential reading](#) | [DIGITISED BOOK CHAPTER](#)

## **Week 9. Audiences 1: the direct effects tradition and its persistence in discourses on media.** (2 items)

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**9.1 "Behaviourism and Media Effects" from: Key Themes in Media Theory** - in Key themes in media theory, by Dan Laughey, 2007

[Chapter](#) | [Essential reading](#) | [ELECTRONIC](#)

**9.2 Ten things wrong with the media 'effects' model**, by David Gauntlett

[Webpage](#) | [Essential reading](#) | [ELECTRONIC](#)

## **Week 10. Audiences 2: from active audiences to users and producers.** (1 items)

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**X. "Fan Audiences: Identity, Consumption and Interactivity" from: Media and Audiences: New Perspectives** - in Media and audiences: new perspectives, by Karen Ross; Virginia Nightingale, 2003

[Chapter](#) | [Essential reading](#) | [ELECTRONIC](#)

## Further reading (90 items)

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### Week 1 further reading. (4 items)

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**Studying media: problems of theory and method**, by John Corner, c1998

[Chapter](#) | [Further reading](#) | Chapter 1, "Introduction: The Formation of a Field".

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**Media Studies 2.0 – Article on future of media studies by David Gauntlett at Theory.org.uk**

[Webpage](#) | [Further reading](#) | ELECTRONIC.

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**International media studies**, by McMillin, Divya C., 2007

[Book](#) | [Further reading](#) | ELECTRONIC

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**Why study the media?**, by Roger Silverstone, 1999

[Book](#) | [Further reading](#)

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### Week 2 further reading. (16 items)

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**Elements of semiology**, by Roland Barthes, 1968

[Book](#) | [Further reading](#)

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**Image, music, text**, by Roland Barthes, 1977

[Book](#) | [Further reading](#)

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**Mythologies**, by Roland Barthes; Annette Lavers, 1993

[Book](#) | [Further reading](#)

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**Approaches to media discourse**, by Allan Bell; Peter Garrett, 1998

[Book](#) | [Further reading](#)

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**Media semiotics: an introduction**, by Jonathan Bignell, 2002

[Book](#) | [Further reading](#)

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**Semiotics for Beginners**, 1995

[Webpage](#) | [Further reading](#) | ELECTRONIC. The online version of Chandler's guide to semiotics, later published as *Semiotics: The Basics*.

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**Semiotics: the basics**, by Daniel Chandler, 2007

[Book](#) | [Further reading](#) | Second edition of Chandler's guide to semiotics.

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**Introducing semiotics**, by Paul Cobley; Litza Jansz; Paul Cobley, 2010

[Book](#) | [Further reading](#)

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**Introduction to communication studies**, by John Fiske, 2011

[Book](#) | [Further reading](#) | ELECTRONIC. Contains a good chapter on semiotics.

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**Bad News**, by Glasgow University Media Group, 1976

[Book](#) | [Further reading](#) | Classic content analysis of UK news coverage. First of many books in the Bad News series.

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**Understanding media culture**, by Jostein Gripsrud; NetLibrary, Inc, 2002

[Book](#) | [Further reading](#) | ELECTRONIC.

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**This means this, this means that: a user's guide to semiotics**, by Sean Hall, 2012

[Book](#) | [Further reading](#)

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**Media discourses: analysing media texts**, by Donald Matheson, 2005

[Book](#) | [Further reading](#) | ELECTRONIC

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**Analyzing media messages: using quantitative content analysis in research**, by Daniel Riffe; Stephen Lacy; Frederick Fico, 2014

[Book](#) | [Further reading](#)

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**Introducing cultural and media studies: a semiotic approach**, by Tony Thwaites; Lloyd Davis; Warwick Mules; Tony Thwaites, 2002

[Book](#) | [Further reading](#)

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**Decoding advertisements: ideology and meaning in advertising**, by Judith Williamson, 1978

[Book](#) | [Further reading](#)

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### Week 3 further reading. (5 items)

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**Narratology: introduction to the theory of narrative**, by Mieke Bal; Christine van Boheemen, 2009

[Book](#) | [Further reading](#)

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**Image, music, text**, by Roland Barthes, 1977

[Book](#) | [Further reading](#)

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**Narratologies: new perspectives on narrative analysis**, by David Herman, c1999

[Book](#) | [Further reading](#)

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**Narrative and genre: key concepts in media studies**, by Nick Lacey, 1999

[Book](#) | [Further reading](#)

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**A dictionary of narratology**, by Gerald Prince, c2003

[Book](#) | [Further reading](#)

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### Week 4 further reading. (9 items)

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**Mythologies**, by Roland Barthes; Annette Lavers, 1993

[Book](#) | [Further reading](#) | The chapter "Myth today".

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**Centre for Contemporary Cultural Studies project - University of Birmingham**

[Webpage](#) | [Further reading](#) | ELECTRONIC. An archive of materials relating to the Birmingham Centre for Contemporary Cultural Studies, including scans of the Centre's publications.

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**David Gauntlett's brief online introduction to Gramsci and hegemony**

[Webpage](#) | [Further reading](#)

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**Representation - Hall et al**, edited by Stuart Hall; Jessica Evans; Sean Nixon, 2013

[Book](#) | [Further reading](#)

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**Image and representation: key concepts in media studies**, by Nick Lacey, 1998

[Book](#) | [Further reading](#)

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**Media representation and the global imagination**, by Shani Orgad, 2012

[Book](#) | [Further reading](#)

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**Practices of looking: an introduction to visual culture**, by Marita Sturken; Lisa Cartwright, 2009

[Book](#) | [Further reading](#) | Chapter 1 is a good overview of issues around representation and visual texts, particularly photography.

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**Understanding representation**, by Jen Webb, 2009

[Book](#) | [Further reading](#) | ELECTRONIC

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**Planet of the Arabs**, by Jackie Salloum 2005

[Audio-visual document](#) | [Further reading](#)

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## Week 5 further reading. (11 items)

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**Daniel Chandler, "Biases of the Ear and Eye"**, 1995

[Webpage](#) | [Further reading](#) | ELECTRONIC.

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**The new media and technocultures reader**, by Seth Giddings; Martin Lister, 2011

[Book](#) | [Further reading](#)

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**McLuhan: a guide for the perplexed**, by W. Terrence Gordon, 2010

[Book](#) | [Further reading](#)

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**Key themes in media theory**, by Dan Laughey, 2007

[Book](#) | [Further reading](#) | ELECTRONIC. Contains a good chapter on 'medium theory' - Joshua Meyrowitz's category for theories, like McLuhan's, which emphasise the importance of forms of media in determining the shape of societies and everyday life.

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**The media reader: continuity and transformation**, by Hugh Mackay; Tim O'Sullivan; Open University, 1999

[Book](#) | [Further reading](#) | This reader contains several relevant chapters on the theme of media transformations - e.g. Williams, Marvin, Flichy, Meyrowitz.

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**The Gutenberg galaxy: the making of typographic man**, by Marshall McLuhan, 1968

[Book](#) | [Further reading](#)

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**The medium is the message: an inventory of effects**, by Marshall McLuhan; Quentin Fiore, 1996

[Book](#) | [Further reading](#)

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**Understanding media: the extensions of man**, by Marshall McLuhan, 2001

[Book](#) | [Further reading](#)

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**"Who's Afraid of Technological Determinism? Another Look at Medium Theory"** - in The Fibreculture Journal, by John Potts, 2008

[Article](#) | [Further reading](#) | ELECTRONIC. An article from the online journal Fibreculture looking at the contemporary relevance of medium theory.

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**Television: technology and cultural form**, by Raymond Williams; Ederyn Williams, 2003

[Book](#) | [Further reading](#) | ELECTRONIC.

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**Rethinking media change: the aesthetics of transition**, by David Thorburn; Henry Jenkins; Brad Seawell; NetLibrary, Inc, c2003

[Book](#) | [Further reading](#)

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## Week 6 further reading. (3 items)

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**Media rituals: a critical approach**, by Nick Couldry, 2003

[Book](#) | [Further reading](#)

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**Media institutions and audiences: key concepts in media studies**, by Nick Lacey; NetLibrary, Inc, 2002

[Book](#) | [Further reading](#) | ELECTRONIC.

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**Home territories: media, mobility, and identity**, by Dave Morley, 2000

[Book](#) | [Further reading](#)

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## Week 7 further reading. (10 items)

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**Media theories and approaches: a global perspective**, by Mark Balnaves; Stephanie Donald; Brian Shoesmith, 2009

[Book](#) | [Further reading](#)

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**Beyond the Global/Local: Examining contemporary media globalization trends across national contexts** - in Media and society, by Chadha, Kalyani; Kavoori, Anandam, 2010

[Chapter](#) | [Further reading](#) | DIGITISED BOOK CHAPTER

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**Media, society, world: social theory and digital media practice**, by Nick Couldry, c2012

[Book](#) | [Further reading](#)

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**Online territories: globalization, mediated practice, and social space**, by Miyase Christensen; Andre Jansson; Christian Christensen, c2010

[Book](#) | [Further reading](#)

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**Media institutions and audiences: key concepts in media studies**, by Nick Lacey; NetLibrary, Inc, 2002

[Book](#) | [Further reading](#) | ELECTRONIC.

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**Global television formats: understanding television across borders**, by Oren, Tasha G.; Shahaf, Sharon, 2012

[Book](#) | [Further reading](#) | ELECTRONIC.

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**Media representation and the global imagination**, by Shani Orgad, 2012

[Book](#) | [Further reading](#)

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**Cultural imperialism: a critical introduction**, by John Tomlinson, 2001, c1991

[Book](#) | [Further reading](#)

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**Globalization and culture**, by John Tomlinson, 1999

[Book](#) | [Further reading](#)

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**Virtual geography: living with global media events**, by McKenzie Wark, c1994

[Book](#) | [Further reading](#)

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## Week 9 further reading. (11 items)

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**Ill effects: the media/violence debate**, by Martin Barker; Julian Petley; NetLibrary, Inc, 2001

[Book](#) | [Further reading](#) | ELECTRONIC.

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**Approaches to audiences: a reader**, by Roger Dickinson; Ramaswami Harindranath; Olga Linne

, 1998

[Book](#) | [Further reading](#)

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**Teen obsessed with Dexter stabbed girlfriend to death before dismembering her** | Daily Mail Online, by Mark Duell, 2014-10-02

[Webpage](#) | [Further reading](#) | ELECTRONIC

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**Moving experiences: media effects and beyond**, by David Gauntlett, c2005

[Book](#) | [Further reading](#)

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**David Gauntlett's online resources on media effects**

[Webpage](#) | [Further reading](#) | ELECTRONIC.

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**David Gauntlett's brief online introduction to Adorno**

[Webpage](#) | [Further reading](#) | ELECTRONIC.

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**Media audiences**, by Marie Gillespie, 2005

[Book](#) | [Further reading](#)

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**Media institutions and audiences: key concepts in media studies**, by Nick Lacey; NetLibrary, Inc, 2002

[Book](#) | [Further reading](#) | ELECTRONIC.

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**The handbook of media audiences**, by Virginia Nightingale, 2011

[Book](#) | [Further reading](#) | ELECTRONIC.

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**Critical readings : media and audiences**, by Virginia Nightingale; Karen Ross, 2003

[Book](#) | [Further reading](#)

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**Media audiences: effects, users, institutions, and power**, by John L. Sullivan, c2013

[Book](#) | [Further reading](#)

## Week 10 further reading. (21 items)

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**Audiences: a sociological theory of performance and imagination**, by Nicholas

Abercrombie; Brian Longhurst, 1998

[Book](#) | [Further reading](#)

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**Rethinking the media audience: the new agenda**, by Pertti Alasuutari, 1999

[Book](#) | [Further reading](#)

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**Living room wars: rethinking media audiences for a postmodern world**, by Ien Ang, 1996

[Book](#) | [Further reading](#)

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**Centre for Contemporary Cultural Studies project - University of Birmingham**

[Webpage](#) | [Further reading](#) | ELECTRONIC. An archive of materials relating to the Birmingham Centre for Contemporary Cultural Studies, including scans of the Centre's publications.

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**Approaches to audiences: a reader**, by Roger Dickinson; Ramaswami Harindranath; Olga Linne

, 1998

[Book](#) | [Further reading](#)

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**Understanding popular culture**, by John Fiske, 2010

[Book](#) | [Further reading](#) | ELECTRONIC.

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**Stuart Hall (1973) Encoding and Decoding in the Television Discourse**

[Document](#) | [Further reading](#) | ELECTRONIC. A scan of the original version of Hall's Encoding/Decoding paper, distributed by the Birmingham CCCS as a 'stencilled paper'.

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**Reading women's magazines: an analysis of everyday media use**, by Joke Hermes, c1995

[Book](#) | [Further reading](#)

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**Textual poachers: television fans & participatory culture**, by Henry Jenkins, 1992

[Book](#) | [Further reading](#) | ELECTRONIC.

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**Fans, bloggers, and gamers: exploring participatory culture**, by Henry Jenkins, c2006

[Book](#) | [Further reading](#)

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**Confessions of an Aca-Fan — — The Official Weblog of Henry Jenkins**

[Website](#) | [Further reading](#) | ELECTRONIC. Henry Jenkins' blog - contains links to online versions of his articles and interviews with media and cultural studies academics - particularly academics researching participatory media and culture.

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**Media institutions and audiences: key concepts in media studies**, by Nick Lacey;

NetLibrary, Inc, 2002

[Book](#) | [Further reading](#) | ELECTRONIC.

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**Critical media studies: an introduction**, by Brian L. Ott; Robert L. Mack, c2010

[Book](#) | [Further reading](#)

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**Interpreting audiences: the ethnography of media consumption**, by Shaun Moores, 1993

[Book](#) | [Further reading](#)

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**The handbook of media audiences**, by Virginia Nightingale, 2011

[Book](#) | [Further reading](#) | ELECTRONIC.

---

**Critical readings : media and audiences**, by Virginia Nightingale; Karen Ross, 2003

[Book](#) | [Further reading](#)

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**Media and audiences: new perspectives**, by Karen Ross; Virginia Nightingale, 2003

[Book](#) | [Further reading](#) | ELECTRONIC.

---

**Understanding audiences: theory and method**, by Andrew Ruddock, 2001

[Book](#) | [Further reading](#)

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**Television and new media audiences**, by Ellen Seiter, 1999

[Book](#) | [Further reading](#)

---

**Media audiences: effects, users, institutions, and power**, by John L. Sullivan, c2013

[Book](#) | [Further reading](#)

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**Ordinary people and the media: the demotic turn**, by Turner, Graeme, 2009

[Book](#) | [Further reading](#) | ELECTRONIC

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**General - textbooks, readers, handbooks, dictionaries/glossaries.** (53 items)

Textbooks cover general media studies/theory topics in an introductory way and will contain material on many of the topics covered by the unit. Readers are edited collections of classic and newer studies of media, while handbooks and companions are edited collections that usually contain specially commissioned overviews on different topics. Dictionaries and 'keywords' style books contain short entries on specialist terminology, and are always useful to have around. N.B. for those of you who prefer dead-tree media, any books which the library has as e-books are also generally held as physical books, often in multiple copies and sometimes in multiple editions - older editions remain relevant.

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**Introduction to communication studies**, by John Fiske, 2011

[Book](#) | [Further reading](#) | ELECTRONIC.

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**The media: an introduction**, by Albertazzi, Daniele; Copley, Paul, 2010

[Book](#) | [Further reading](#) | Textbook/handbook - contains useful material on most of the themes discussed in this unit.

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**Media theories and approaches: a global perspective**, by Mark Balnaves; Stephanie Donald; Brian Shoesmith, 2009

[Book](#) | [Further reading](#) | Textbook - contains useful material on most of the themes discussed in this unit, though with an emphasis on the global scale.

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**Reading Media Theory: Thinkers, Approaches, Contexts**, by David M. Barlow; Brett Mills, 2012

[Book](#)

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**Media analysis techniques**, by Arthur Asa Berger, 2005

[Book](#) | [Further reading](#) | Textbook.

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**Media and communication research methods: an introduction to qualitative and quantitative approaches**, by Arthur Asa Berger, c2000

[Book](#) | [Further reading](#) | Textbook on methods.

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**Making sense of media: key texts in media and cultural studies**, by Arthur Asa Berger, 2005

[Book](#) | [Further reading](#) | Not a reader, despite the title - this is a personal discussion of key texts from the history of media studies with examples of how they relate to topics that can be discussed in seminars.

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**Media and society: a critical perspective**, by Arthur Asa Berger, 2012

[Book](#) | [Further reading](#) | ELECTRONIC. Textbook.

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**More than meets the eye: an introduction to media studies**, by Graeme Burton; NetLibrary, Inc, 2002

[Book](#) | [Further reading](#) | ELECTRONIC. General textbook - contains useful material on most of the themes discussed in this unit.

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**Media and society: critical perspectives**, by Graeme Burton, 2010

[Book](#) | [Further reading](#) | ELECTRONIC. Textbook

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**Complete A-Z media & film studies handbook**, by Vivienne Clark, 2007

[Book](#) | [Further reading](#)

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**Key concepts & skills for media studies**, by Vivienne Clark; James Baker; Eileen Lewis, 2002, c2003

[Book](#) | [Further reading](#) | ELECTRONIC.

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**Mass media and society**, by James Curran; Michael Gurevitch, 2000

[Book](#) | [Further reading](#) | Handbook/reader.

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**Media & cultural theory**, by James Curran; David Morley, 2006

[Book](#) | [Further reading](#) | ELECTRONIC. Handbook/reader.

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**Media studies: key issues and debates**, by Eoin Devereux, 2007

[Book](#) | [Further reading](#) | ELECTRONIC. Handbook/reader.

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**Understanding the media**, by Eoin Devereux, 2014

[Book](#) | [Further reading](#) | General textbook - contains useful material on most of the themes discussed in this unit

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**Media and cultural studies: keywords**, by Meenakshi Gigi Durham; Douglas Kellner, 2006

[Book](#) | [Further reading](#) | Reader.

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**Foundations of critical media and information studies**, by Christian Fuchs, 2012

[Book](#) | [Further reading](#) | Textbook.

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**Understanding media culture**, by Jostein Gripsrud; NetLibrary, Inc, 2002

[Book](#) | [Further reading](#) | ELECTRONIC. Textbook.

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**Culture, society and the media**, by Michael Gurevitch, 1988, c1982

[Book](#) | [Essential reading](#) | Reader.

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**The media and social theory**, by David Hesmondhalgh; Jason Toynbee, 2008

[Book](#) | [Further reading](#)

---

**Media, culture and society: an introduction**, by Paul Hodgkinson, 2011

[Book](#) | [Further reading](#) | General textbook - contains useful material on most of the themes discussed in this unit.

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**Communication theory: media, technology, society**, by David Holmes, 2005

[Book](#) | [Further reading](#) | Textbook.

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**Key themes in media theory**, by Dan Laughey, 2007

[Book](#) | [Further reading](#) | ELECTRONIC. Textbook.

---

**New media: a critical introduction**, by Martin Lister, 2009

[Book](#) | [Further reading](#) | ELECTRONIC. Textbook.

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**Media studies: texts, production, context**, by Paul Long; Tim Wall, 2012

[Book](#) | [Further reading](#) | General textbook - contains useful material on most of the themes discussed in this unit.

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**The media reader: continuity and transformation**, by Hugh Mackay; Tim O'Sullivan; Open University, 1999

[Book](#) | [Further reading](#) | Reader.

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**Rethinking media theory: signposts and new directions**, by Armand Mattelart; Miche

le Mattelart, c1992

[Book](#) | [Further reading](#)

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**Media/theory: thinking about media and communications**, by Shaun Moores, 2005

[Book](#) | [Further reading](#) | Textbook.

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**The media book**, by Chris Newbold; Oliver Boyd-Barrett; Hilde van den Bulck; NetLibrary, Inc, 2002

[Book](#) | [Further reading](#) | ELECTRONIC. General textbook - contains useful material on most of the themes discussed in this unit.

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**Media and society**, by Michael O'Shaughnessy; Jane Stadler, c2012

[Book](#) | [Further reading](#) | General textbook - contains useful material on most of the themes discussed in this unit

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**Key concepts in communication and cultural studies**, by Tim O'Sullivan, 1994

[Book](#) | [Further reading](#) | Dictionary/glossary.

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**The media studies reader**, by Tim O'Sullivan; Yvonne Jewkes, 1997

[Book](#) | [Further reading](#) | Reader.

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**Studying the media: an introduction**, by Tim O'Sullivan; Brian Dutton; Philip Rayner, 2003

[Book](#) | [Further reading](#) | General textbook - contains useful material on most of the themes discussed in this unit.

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**Critical media studies: an introduction**, by Brian L. Ott; Robert L. Mack, c2010

[Book](#) | [Further reading](#) | Textbook - contains useful material on most of the themes discussed in this unit.

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**The media studies reader**, by Laurie Ouellette, 2012

[Book](#) | [Further reading](#) | Reader.

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**Media perspectives for the 21st century: concepts, topics and issues**, by Papathanassopoulos, S., 2010

[Book](#) | [Further reading](#) | ELECTRONIC. Textbook.

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**Media studies: the essential introduction**, by Philip Rayner; Peter Wall; Stephen Kruger, 2001

[Book](#) | [Further reading](#) | General textbook - contains useful material on most of the themes discussed in this unit, though mostly aimed at A-Level students.

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**Media studies: the essential resource**, by Philip Rayner; Peter Wall; Stephen Kruger; NetLibrary, Inc, 2004

[Book](#) | [Further reading](#) | ELECTRONIC. Part reader, part a collection of primary materials - contains useful material on most of the themes discussed in this unit, though mostly aimed at A-Level students.

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**Media and communication**, by Scannell, Paddy, 2007

[Book](#) | [Further reading](#) | ELECTRONIC. Chapters deal with historical paradigms for media and communications theory, giving both intellectual and institutional contexts. Several chapters are relevant to this unit.

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**Culture and power: a media, culture and society reader**, by Paddy Scannell; Philip Schlesinger; Colin Sparks, 1992

[Book](#) | [Further reading](#)

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**Understanding media cultures: social theory and mass communication**, by Nick Stevenson, 2002

[Book](#) | [Further reading](#) | Textbook.

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**How to do media and cultural studies**, by Jane C. Stokes, 2013

[Book](#) | [Further reading](#) | General textbook with an emphasis on methods - contains useful material on most of the themes discussed in this unit.

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**Cultural theory and popular culture: an introduction**, by John Storey, 2012

[Book](#) | [Further reading](#) | ELECTRONIC. Textbook.

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**Cultural theory and popular culture: a reader**, by John Storey, 2008

[Book](#) | [Further reading](#)

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**An introduction to theories of popular culture**, by Dominic Strinati; NetLibrary, Inc, 2004

[Book](#) | [Further reading](#) | [Textbook](#).

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**Practices of looking: an introduction to visual culture**, by Marita Sturken; Lisa Cartwright, 2009

[Book](#) | [Further reading](#) | [Textbook](#).

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**Media studies: a reader**, by Sue Thornham; Caroline Bassett; Paul Marris, c2009

[Book](#) | [Further reading](#)

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**Introducing cultural and media studies: a semiotic approach**, by Tony Thwaites; Lloyd Davis; Warwick Mules; Tony Thwaites, 2002

[Book](#) | [Further reading](#) | [Textbook](#).

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**Mediations: text and discourse in media studies**, by Andrew Tolson, 1996

[Book](#) | [Further reading](#) | [Textbook](#).

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**Dictionary of media and communication studies**, by James Watson; Anne Hill, 2003

[Book](#) | [Further reading](#) | [Dictionary/glossary](#).

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**Keywords: a vocabulary of culture and society**, by Raymond Williams, 1985, c1983

[Book](#) | [Further reading](#) | [ELECTRONIC. Dictionary/glossary](#).

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**McQuail's mass communication theory**, by Denis McQuail, c2010

[Book](#) | [Further reading](#)

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## Textbooks and readers on particular media forms (12 items)

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**The YouTube reader**, by Snickars, Pelle; Vonderau, Patrick, 2009

[Book](#) | [Further reading](#)

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**The social media reader**, by Michael Mandiberg, c2012

[Book](#) | [Further reading](#)

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**News culture**, by Allan, Stuart, 2010

[Book](#) | [Further reading](#) | [ELECTRONIC](#).

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**Cultural meanings of news: a text-reader**, by Berkowitz, Daniel A., c2011

[Book](#) | [Further reading](#)

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**Television, audiences and everyday life**, by Matt Briggs, 2009

[Book](#) | [Further reading](#)

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**Channels of discourse, reassembled: television and contemporary criticism**, by Robert C. Allen, 1992

[Book](#) | [Further reading](#)

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**The television handbook**, by Jonathan Bignell; Jeremy Orlebar; Patricia Holland, 2005

[Book](#) | [Further reading](#)

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**The television studies reader**, by Robert Clyde Allen; Annette Hill, 2004

[Book](#) | [Further reading](#)

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**Tele-visions: an introduction to studying television**, by Glen Creeber; British Film Institute, 2006

[Book](#) | [Further reading](#)

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**Television culture**, by Fiske, John; Jenkins, Henry; Becker, Ron, 2011

[Book](#) | [Further reading](#) | ELECTRONIC.

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**Television studies**, by Amanda D. Lotz; Jonathan Gray, 2011

[Book](#) | [Further reading](#)

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**Television studies after TV: understanding television in the post-broadcast era**, by Turner, Graeme; Tay, Jinna, 2009

[Book](#) | [Further reading](#) | ELECTRONIC

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## Study skills and essay writing. (12 items)

N.B. although these links are to e-books whenever possible, the library also generally has print editions of those books, sometimes in multiple editions - older editions remain relevant.

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**Nine top tips for Media Studies students at Theory.org.uk (David Gauntlett's website)**

[Webpage](#) | [Further reading](#) | ELECTRONIC.

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## General study skills (5 items)

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**The study skills handbook**, by Stella Cottrell, 2013

[Book](#) | [Further reading](#) | Very comprehensive. The library has scads of copies of this standard study skills book, in this and older editions.

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**Study skills for dummies**, by Doreen Du Boulay, c2009

[Book](#) | [Further reading](#) | ELECTRONIC.

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**Brilliant study skills**, by Bill Kirton, 2010

[Book](#) | [Further reading](#) | ELECTRONIC.

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**The study skills book**, by Kathleen McMillan; Jonathan D. B. Weyers; Kathleen McMillan, 2012

[Book](#) | [Further reading](#) | ELECTRONIC.

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**The ultimate study skills handbook**, by Sarah Moore, 2010

[Book](#) | [Further reading](#) | ELECTRONIC.

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## Referencing (3 items)

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**Harvard referencing**, by Hetal Patel; Nicola Beck; Emily Shields; Padma Inala; Manchester Metropolitan University

[Book](#) | [Further reading](#) | ELECTRONIC. MMU's guide to Harvard referencing - also available to download as a PDF.

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**The complete guide to referencing and avoiding plagiarism**, by Colin Neville, c2010

[Book](#) | [Further reading](#) | ELECTRONIC.

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**Cite them right: the essential referencing guide**, by Richard Pears; Graham J. Shields, 2013

[Book](#) | [Further reading](#)

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## Critical thinking (3 items)

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**How to argue: a student's guide**, by Alastair Bonnett, 2001

[Book](#) | [Further reading](#)

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**Critical thinking skills: developing effective analysis and argument**, by Stella Cottrell, 2011

[Book](#) | [Further reading](#)

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**Critical thinking: a concise guide**, by Tracy Bowell; Gary Kemp, 2010

[Book](#) | [Further reading](#) | ELECTRONIC.

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## Journals (11 items)

Peer-reviewed academic journals are where the most current scholarship on any topic will be found.

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**Broadcast**

[Journal](#) | [Further reading](#)

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**Communication, culture & critique**

[Journal](#) | [Further reading](#) | ELECTRONIC.

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**Convergence: the journal of research into new media technologies**, by University of Luton

[Journal](#) | [Further reading](#) | ELECTRONIC

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**Critical studies in media communication**

[Journal](#) | [Further reading](#) | ELECTRONIC

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**Feminist media studies**, 2001-

[Journal](#) | [Further reading](#) | ELECTRONIC

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**The Fibreculture Journal**

[Website](#) | ELECTRONIC.

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**Media, culture & society**

[Journal](#) | [Further reading](#) | ELECTRONIC

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**New media & society**

[Journal](#) | [Further reading](#) | ELECTRONIC

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**Participations: International Journal of Audience Research**

[Website](#) | [Further reading](#) | Online academic journal on audience and reception studies.

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**Popular narrative media**, by Association for Research in Popular Fictions, 2008-

**Journal** | Further reading | ELECTRONIC.

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The radio journal: international studies in broadcast and audio media

**Journal** | Further reading

## Coursework assignment 2 sample readings (5 items)

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**Moving images: understanding children's emotional responses to television**, by David Buckingham, 1996

**Book** | Further reading | DIGITISED BOOK CHAPTER. For use in assignment 2. "Child's Play? Beyond Moral Panics". David Buckingham's research focuses on children and young people's interactions with media. This extract deals with children's reception of the horror film Child's Play 3, and was published at a time when media and politicians were seeking to make a link between that film and the 1993 murder of the infant Jamie Bulger in Liverpool.

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**"Quentin Tarantino's Star Wars?: Digital Cinema, Media Convergence, and Participatory Culture"** - in Media and Cultural Studies: Keywords, by Henry Jenkins, edited by Meenakshi Gigi Durham; Douglas Kellner, 2006/2003

**Chapter** | Further reading | DIGITISED BOOK CHAPTER. For use in assignment 2. Henry Jenkins is a US scholar whose research looks at the ways in which audiences actively create meaning with media narratives, focussing particularly on fan audiences. This essay looks at amateur productions set in the Star Wars fictional universe.

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**"Jackie: An Ideology of Adolescent Femininity"** - in Popular Culture: Past and Present: A Reader, by Angela McRobbie, 1983/1978

**Chapter** | Further reading | DIGITISED BOOK CHAPTER. For use in assignment 2. Jackie was a teenage girls' magazine published from 1968-1993. Angela McRobbie produced this famous study of its representation of adolescent femininity whilst studying at the Birmingham Centre for Contemporary Cultural Studies as a postgraduate.

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**"The Separation of Social Space from Physical Place."** - in The media studies reader, by Joshua Meyrowitz, 1997/1985

**Chapter** | Further reading | DIGITISED BOOK CHAPTER. For use in assignment 2. Joshua Meyrowitz's focus is on media technologies, particularly television. In this extract he argues that electronic forms of communication like television have severed the direct relationship between physical location and social relationships.

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**Decoding Advertisements: Ideology and Meaning in Advertising**, by Judith Williamson, 1978

**Book** | Further reading | DIGITISED BOOK CHAPTER. For use in assignment 2. Judith Williamson's is a researcher in the field of popular visual culture. This extract is from a semiotic study of the ways in which meaning is constructed in printed advertisements (predominately taken from magazines).