

MEDIA STUDIES

- Ch.1
 - a. Relevance of Media Studies in Contemporary Times.
 - b. Historical perspectives to media studies

- Ch.2. The Mid 20th Century Media Evolution Theory
 - a. Agenda Setting
 - b. Uses and Gratification
 - c. Two Step How
 - d. Mc. Luhan – Medhini is the message
 - e. Foucault – Power & Authority
 - f. Propaganda Model

- Ch.3 Media and Globalisation
 - a. Division and contradiction in the Global Information Infrastructure
 - b. Racist Ideologies and the Media (Stuart Ha)
 - c. Media and Diaspora
 - d. New Media Theory
 - e. Cognitive Theory

- Ch.4 Media and its commercial Impact.
 - a. Advertising Magazine Culture and the new man
 - b. Trends in Media
 - c. Feminist Strategies of Detection
 - d. Media Power and Political Culture

- Ch.5 Constituents of Media
 - a. Language
 - b. Religion
 - c. Discourse
 - d. Technology

- Ch.6 Challenges to contemporary Media
 - a. Media and Consumerism
 - b. Intellectual Property and New Media

c. Young people as consumers of Advertising Art.

Bibliography

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- Media Power and Political Culture – Four factors of change pg. 216

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