



MediaMaking: Mass Media in a Popular Culture

By Lawrence Grossberg, Ellen A. (Ann) Wartella, D. Charles Whitney, J. (John) Macgregor Wise

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The Second Edition of this bestselling text takes a unique approach to the study of mass communication and cultural studies by examining media as a whole - newspapers, books, magazines, radio, television, film - and its relationship with culture and society. Rather than viewing each major medium separately, authors Lawrence Grossberg, Ellen Wartella, D. Charles Whitney, and J. Macgregor Wise contend that mass communication cannot be studied apart from the other institutions in society and the other dimensions of social life - each is shaping and defining the other. MediaMaking: Mass Media in a Popular Culture explores the variety of ways in which the media are involved in our social lives, including the institutional, economic, social, cultural, and historical aspects.

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Editorial Review

About the Author

Dr. Wartella is Professor of Communication Studies and of Psychology at Northwestern University. Ellen is a leading scholar of the role of media in children's development. Currently she is a co-principal investigator on a 5-year multi-site research project entitled: "IRADS Collaborative Research: Influence of Digital Media on Very Young Children" funded by the National Science Foundation (2006-2011).

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