



THE MEDIA: AN INTRODUCTION

Third Edition

Edited by

Daniele Albertazzi and Paul Cobley



Longman
is an imprint of

PEARSON

Harlow, England • London • New York • Boston • San Francisco • Toronto
Sydney • Tokyo • Singapore • Hong Kong • Seoul • Taipei • New Delhi
Cape Town • Madrid • Mexico City • Amsterdam • Munich • Paris • Milan

Contents

List of figures, photos and tables	vii
Contributors	x
Acknowledgements	xix
Publisher's acknowledgements	xx
Introduction	1
Daniele Albertazzi and Paul Cobley	
Part 1 UNDERSTANDING THE MEDIA	13
Introduction	13
Daniele Albertazzi and Paul Cobley	
1 Approaches to the Media	15
Joanne Sayner	
2 Media Form	35
John Corner	
3 Models of Media Institutions	46
Stylianos Papathanassopoulos	
4 The Media in Europe	60
Hans J. Kleinsteuber	
Part 2 WHAT ARE THE MEDIA?	75
Introduction	75
Daniele Albertazzi and Paul Cobley	
5 Comics	77
Roger Sabin	
6 Photography	88
Stephen Bull	
	iii

7 Book Publishing	106
Beverley Tarquini	
8 Public Relations	120
David Miller	
9 Newspapers	140
Raymond Kuhn	
10 Magazines	153
Anna Gough-Yates	
11 Radio	165
Guy Starkey	
12 Television	176
Dorothy Hobson	
13 Cinema	190
Anne Jäckel	
14 Popular Music	206
Roy Shuker	
15 The Internet and the Web	220
Lorenzo Cantoni and Stefano Tardini	
16 News Agencies	233
Oliver Boyd-Barrett and Terhi Rantanen	
17 News Media	246
Jackie Harrison	
18 Advertising	258
Iain MacRury	
Part 3 THE MEDIA ENVIRONMENT: POLICY, ECONOMICS AND INSTITUTIONS	277
Introduction	277
Daniele Albertazzi and Paul Cobley	
19 Economics	281
John Sedgwick and Guglielmo Volpe	

20 Policy	293
Marco Gambaro	
21 Public Service Broadcasting in Europe	306
Jérôme Bourdon	
22 Censorship and Freedom of Speech	318
Julian Petley	
Part 4 AUDIENCES, INFLUENCES AND EFFECTS	333
Introduction	333
Daniele Albertazzi and Paul Cobley	
23 Administrative Research of Audiences	335
Michael Svennevig	
24 Effects	354
Guy Cumberbatch	
25 Impacts and Influences	369
Jenny Kitzinger	
26 Active Audiences	381
Joke Hermes	
Part 5 MEDIA REPRESENTATIONS	393
Introduction	393
Daniele Albertazzi and Paul Cobley	
27 Sexualities	397
Charlotte Ross	
28 Gender	410
Rosalind Gill	
29 Social Class	427
Karima Laachir	
30 Race and Ethnicity	444
Sarita Malik	

31 Media and Religion	457
Leen d'Haenens and Jan Bosman	
32 Youth	471
Bill Osgerby	
33 The Body, Health and Illness	485
Andy Miah and Emma Rich	
34 Nationality	505
Barbara O'Connor	
35 Sport	519
Neil Blain and Raymond Boyle	
36 Sex Acts	534
Brian McNair	
Index	546