



Media/Cultural Studies: Critical Approaches

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This anthology is designed to assist teachers and students in learning how to better understand and interpret our common culture and everyday life. With a focus on contemporary media, consumer, and digital culture, this book combines classic and original writings by both leading and rising scholars in the field. The chapters present key theories, concepts, and methodologies of critical cultural and media studies, as well as cutting-edge research into new media. Sections on teaching media/cultural studies and concrete case studies provide practical examples that illuminate contemporary culture, ranging from new forms of digital media and consumer culture to artifacts from TV and film, including Barbie and Big Macs, soap operas, Talk TV, Facebook, and YouTube. The lively articles show that media/cultural studies is an exciting and relevant arena, and this text should enable students and citizens to become informed readers and critics of their culture and society.

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