



Media and Society: Production, Content and Participation

By Nicholas Carah, Eric Louw

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'This is the media and society text that critical scholars have been waiting for'.

- *Professor Mark Andrejevic, Pomona College*

This book unpacks the role of the media in social, cultural and political contexts and encourages you to reflect on the power relationships that are formed as a result.

Structured around the three cornerstones of media studies; production, content and participation, this is an ideal introduction to your studies in media, culture and society. The book:

- Evaluates recent developments in media production, industries and platforms brought about the emergence of interactive media technologies.
- Examines the shifting relationship between media production and consumption instigated by the rise of social and mobile media, recasting consumption as 'participation'.

- Explores the construction of texts and meanings via media representations, consumer culture and popular culture, as well as the relationship between politics and public relations.
- Assesses the debates around the creative and cultural labour involved in meaning-making.
- Includes a companion website featuring exercise and discussion questions, links to relevant blogs and web material, lists of further reading and free access to key journal articles.

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Bibliography**

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Editorial Review

Review

This is the media and society text that critical scholars have been waiting for: a clear-eyed, critical, and engagingly written overview of the contemporary culture industry that traces the connections between meaning-making and power that bridge media new and old, analogue and digital, systematically shaping our increasingly pervasive and invasive media environment.

(Mark Andrejevic)

About the Author

Nicholas Carah is a Lecturer in Communication at the School of Communication and Arts at the University of Queensland.

His research examines the interplay between media technologies, brands and everyday life. In particular, he has focussed on how media technologies are used to promote, perform and regulate alcohol consumption. Together with The Foundation for Alcohol Research and Education he has published research on the use of Facebook by alcohol brands in Australia. He has also worked with the social change start up Hello Sunday Morning to design and evaluate their use of social and mobile media technologies to change drinking cultures.

Carah's research has been published in *New Media and Society*, *Television and New Media*, *Convergence*, *Consumption, Markets and Culture*, *Mobile Communication and Culture*, *Health* and *Journal of Public Affairs*. His 2014 article 'Brand value' was awarded best paper in *Consumption, Markets and Culture*.

He is the author of *Pop Brands: branding, popular music and young people* (Peter Lang, 2010) and *Media and Society: production, content and participation* (SAGE, 2015) and the forthcoming *Brand Machines, Sensory Media and Calculative Culture* (Palgrave).

Eric Louw, School of Communication & Arts, University of Queensland, previously worked for a number of South African universities (University of South Africa, University of Natal and Rand Afrikaans University), and ran a NGO engaged in development work.

His books include: *Media and Society: production, content and participation* (SAGE, 2015), *The Media and Political Process* (SAGE, 2010), *The Media and Cultural Production* (SAGE, 2001), *The Roots of the Pax Americana* (MUP, 2010), *New Voices Over the Air: The Transformation of the South African Broadcasting Corporation* (Hampton Press, 2010), *South African Media Policy* (1995), and *The Rise, Fall and Legacy of Apartheid* (Praeger, 2005).

Louw has published widely in the fields of political communication, South African media and South African political discourse. His current research is focusing on the transformation of South Africa.

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Paul England:

Media and Society: Production, Content and Participation can be one of your starter books that are good idea. We recommend that straight away because this reserve has good vocabulary that may increase your knowledge in terminology, easy to understand, bit entertaining but nonetheless delivering the information. The article author giving his/her effort that will put every word into pleasure arrangement in writing Media and Society: Production, Content and Participation nevertheless doesn't forget the main level, giving the reader the hottest and also based confirm resource details that maybe you can be considered one of it. This great information could drawn you into new stage of crucial thinking.

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