

Contents

<i>List of Figures</i>	<i>vii</i>
<i>List of Plates</i>	<i>x</i>
<i>List of Tables</i>	<i>xi</i>
<i>Case Studies</i>	<i>xii</i>
<i>Acknowledgments</i>	<i>xiii</i>
<i>Introduction: The Media-world</i>	<i>xv</i>
<i>Guided Tour</i>	<i>xx</i>
PART 1 GETTING READY: THE MEDIA AND MEDIA STUDIES	1
1 Defining the Media	3
2 Media Studies	10
3 What Do the Media Do to Us? Media and Society	32
4 What's in a Name? Language and the Social Construction of Reality	61
5 Mediation and Representation	75
6 Texts, Meanings, and Audiences	91
7 New Media and Technological Development	107
PART 2 PICTURES: SEMIOTIC ANALYSIS	129
8 Semiology	131
9 Reading Images and Advertisements	144
10 Model Essay: Semiotic Analysis of an Advertisement	161
PART 3 MAKING SENSE: DISCOURSE, IDEOLOGY, AND HEGEMONY	169
11 Defining Discourse and Ideology	171
12 Where Are Discourses and Ideologies Found?	179
13 Dominant Ideology and Hegemony	193
14 Culture Jamming and Counter-hegemony	213

PART 4 STORIES: APPROACHES FOR NARRATIVE ANALYSIS	229
15 Genres, Codes, and Conventions	231
16 The Language of Film: <i>American Beauty</i>	245
17 Narrative Structure and Binary Oppositions	258
18 Documentary and Reality TV	304
19 Why Stories?	322
PART 5 MEDIA AND IDENTITY: REPRESENTATION, IMPACT, AND INFLUENCE	347
20 Feminism, Postfeminism, and Ideologies of Femininity	349
21 Ideologies and Discourses of Masculinity	370
22 Ethnicity, Ideology, and the Media	395
23 Stars and Celebrities	416
PART 6 BUT THEY KEEP MOVING THE POSTS: POSTMODERN AND GLOBAL PERSPECTIVES	437
24 Postmodernism	439
25 Globalisation	458
<i>Conclusion</i>	472
<i>Glossary</i>	474
<i>References</i>	488
<i>Further Reading</i>	500
<i>Index</i>	503