

Media Analysis Techniques



BOOK DETAILS

- Author : Arthur Asa Berger
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ARTHUR ASA BERGER

BOOK SYNOPSIS

In the Fifth Edition of Media Analysis Techniques, author Arthur Asa Berger provides students with a clearly written, user-friendly, and hands-on guide to media criticism. He empowers readers to make their own analyses of the media rather than just accepting the interpretations of others. The book first examines four techniques of media interpretation—semiotic theory, Marxist theory, psychoanalytic theory, and sociological theory—that Berger considers critical for creative people to acknowledge if they are to understand how their creations translate to the real world. Application chapters then link popular culture to these four theories. Written in an accessible style that demystifies complex concepts, the book also includes a comprehensive glossary, study guides, and the author's own illustrations.

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