

In this updated Fourth Edition of Media Analysis Techniques, author Arthur Asa Berger provides students with a clear, practical guide to media analysis techniques. Written in an accessible style with the author's own creative illustrations, the book walks readers through the four most important methods of analyzing and interpreting our mass mediated culture: semiotic theory, Marxist theory, psychoanalytic theory, and sociological theory. The text coaches students on how to support their media interpretation if they want to convince others that their opinions are worth considering. These methodologies, once learned, will stay with students and have an impact on the way they live. New to this Edition A new chapter on social media: The new chapter demonstrates how to apply time-tested media analysis techniques to the latest media. Many new theories and concepts: New coverage of culture codes, consumer culture, the Frankfurt school, society and semiotics, society and spectacles, and facial expression expand the repertoire of theoretical concepts that can be used in media analysis. Updated statistics on media: The current, relevant statistics encourage students to engage with the material. Key Features Study resources help students practice media analysis: End-of-chapter resources help the reader focus and retain important topics discussed. Vivid applications from popular culture link theory to practice: The applications section offers numerous teaching games and activities that instruct students on how to apply theories and concepts to various kinds of texts. A glossary serves as a ready reference for students: The reader will find descriptions of concepts all in one place.

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