



# Critical Media Studies: An Introduction

By Brian L. Ott, Robert L. Mack

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Fully revised to reflect today's media environment, this new edition of *Critical Media Studies* offers students a comprehensive introduction to the field and demonstrates how to think critically about the power and influence of media in our daily lives.

- Presents an engaging and comprehensive introduction to a broad range of critical approaches to the field written in an accessible way
- Features a new chapter on sociological analysis that reveals how audiences use media in their everyday lives to manage social roles, relationships, and contexts
- Offers substantial updates to examples used in the book to reflect contemporary industry standards, textual forms, and audience behaviors
- Delivers up-to-date media references that resonate with today's undergraduates
- Updated with more global examples for broader appeal
- Enhanced online resources, including PowerPoint slides, test bank, study guides and sample assignments, available upon publication at [www.wiley.com/go/criticalmediastudies](http://www.wiley.com/go/criticalmediastudies)

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### Editorial Review

#### Review

“Two gifted media scholars, Brian L. Ott and Robert L. Mack, here explore the role of new and developing media in personal, social, and cultural development. They provide clear and workable explanations of terms that are often taken for granted, such as new media or postmodernity. This is an invaluable book for student and professional alike. It helps the reader not only to understand media but to take an active role in critiquing it so as to understand what it does.” — *Barry Brummett, University of Texas at Austin, USA*

“*Critical Media Studies* is both theoretically sophisticated and accessible. With examples that span the full spectrum of contemporary media, the text is sure to engage students while also challenging them to think through the complexities of media and its impact on us.” — *Lisa A. Flores, University of Colorado-Boulder, USA*

#### From the Back Cover

Fully revised to reflect today’s media environment, this new edition of *Critical Media Studies* offers students a comprehensive introduction to the field and demonstrates how to think critically about the power and influence of media in our daily lives. Material new to this edition includes a chapter on sociological analysis and reveals new ways audiences use media in their everyday lives to manage social roles, relationships, and contexts. Readers will also appreciate the extensive updating of previously discussed examples to reflect contemporary industry standards, textual forms, and audience behaviors and the inclusion of more international material to reflect contemporary media’s global reach.

Continuing its well-received writing style that is both engaging and accessible, the book’s twelve perspectives provide readers with a diverse array of critical approaches to media studies, including original approaches such as erotic, sociological, and ecological analysis. Combining the best of well-tested theory with cutting-edge scholarship, this new edition of *Critical Media Studies*, offers invaluable insights into our current understanding of the nature and consequences of media in today’s world.

Updated and enhanced online resources for instructors – including PowerPoint slides, test bank, study guides, and sample assignments – can be found at [www.wiley.com/go/criticalmediastudies](http://www.wiley.com/go/criticalmediastudies).

#### About the Author

**Brian L. Ott** is Associate Professor of Media Studies in the Department of Communication at the University of Colorado Denver. He is the author of *The Small Screen: How Television Equips Us to Live in the Information Age* (Wiley Blackwell, 2007) and co-editor of *It's Not TV: Watching HBO in the Post-Television Era* (2008).

**Robert L. Mack** is a PhD candidate in the Department of Communication Studies at the University of Texas at Austin. His writing has appeared in *The Journal of the Fantastic in the Arts* and *The Journal of GLBT Family Studies*.

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