



Understanding the Media

Eoin Devereux

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Understanding the Media introduces key theoretical issues in media analysis and encourages students to use case studies to examine their own personal media use and exposure. Author Eoin Devereux applies a model of media analysis that gives equal weight to the production, content, and reception of media texts. A particular emphasis is placed on understanding the mass media in a social context, and readers are invited to engage with a variety of questions about the increasingly complex mediascape in which we live our everyday lives.

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