



The Media Student's Book

By Gill Branston, Roy Stafford

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The Media Student's Book is a comprehensive introduction for students of media studies. It covers all the key topics and provides a detailed, lively and accessible guide to concepts and debates.

Now in its fifth edition, this bestselling textbook has been thoroughly revised, re-ordered and updated, with many very recent examples and expanded coverage of the most important issues currently facing media studies. It is structured in three main parts, addressing key concepts, debates, and research skills, methods and resources. Individual chapters include:

- approaching media texts
- narrative
- genres and other classifications
- representations
- globalisation
- ideologies and discourses
- the business of media
- new media in a new world?
- the future of television
- regulation now
- debating advertising, branding and celebrity
- news and its futures
- documentary and 'reality' debates
- from 'audience' to 'users'
- research: skills and methods.

Each chapter includes a range of examples to work with, sometimes as short case studies. They are also supported by separate, longer case studies which include:

- *Slumdog Millionaire*
- online access for film and music
- *CSI* and detective fictions
- *Let the Right One In* and *The Orphanage*
- PBS, BBC and HBO
- images of migration
- *The Age of Stupid* and climate change politics.

The authors are experienced in writing, researching and teaching across different levels of undergraduate study, with an awareness of the needs of students. The book is specially designed to be easy and stimulating to use, with:

- a Companion Website with popular chapters from previous editions, extra case studies and further resources for teaching and learning, at:
www.mediastudentsbook.com
- margin terms, definitions, photos, references (and even jokes), allied to a comprehensive glossary
- follow-up activities in 'Explore' boxes
- suggestions for further reading and online research
- references and examples from a rich range of media and media forms, including advertising, cinema, games, the internet, magazines, newspapers, photography, radio, and television.

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Editorial Review

Review

"This book does precisely what you want a textbook to do. It brings students to a wide range of concepts, issues and debates in media studies and sets them within critical, yet accessible, contexts. Through a guided and fully illustrated tour of textual, political, economic, social, technological and regulatory concerns the reader is encouraged to grasp the fundamentals of the field. It is littered with both contemporary and classic examples, links to online resources and probing questions to both cement understanding and challenge assumptions. It is effortless to read and should be the bread and butter of every media student's diet." – *Natalie Fenton, Goldsmiths, University of London*

"The fifth edition of *The Media Student's Book* is the best textbook on the media available on the planet today. It is an invaluable resource not just for students, but also for scholars of media and cultural studies. Beautifully produced, with full-colour images, informative sidebars and information boxes working in tandem with Gill Branston and Roy Stafford's engaging text, the new edition addresses every and any topic in media studies today: documentaries, new media, globalization, advertising, news, and media regulation. With a key chapter on research methods and innumerable ideas for activities, assignments and projects, this book will find a home in media studies courses everywhere." – *Imre Szeman, University of Alberta, Canada*

"A terrific new edition, a re-write which takes on the challenges of Web 2 and uses it to explore and analyse the complexity of media production and use. A brilliant introduction to media studies with a range of accessible and up-to-date examples and student exercises which are thought-provoking and engaging. The re-design presents the material vividly and the cross-referencing to the companion website makes this a superb resource. Case studies provide an excellent basis for course activity while the clear advice on research methods and references is invaluable support for project work. The editors are experienced teachers and it shows.

Branston and Stafford's enthusiasm for a wide range of media is infectious but they don't shy away from tricky issues like media ownership, regulation and environmental impact. In such a fast-moving world, updating this classic text book was an almost impossible task; to do it so well is a tremendous achievement." – *Christine Geraghty, University of Glasgow*

"This is an excellent core text for first year undergraduates, offering breadth, balance and a wealth of guidance towards further reading and research." – *Christa van Raalte, Teesside University*

"The fifth edition of *The Media Student's Book* is the best edition yet. Its reorganized and revised contents make the material more accessible and also provide valuable updated overviews of contemporary developments in both new and longer-standing forms of media. One of the book's major strengths is its combination of detailed up-to-date accounts of contemporary media forms together with a deeper historical and theoretical perspective. The widespread inclusion of discussions and case studies on media texts and genres which have emerged since the fourth edition also ensures the book's continuing ability to dialogue with media students and to provide a focused account of the contemporary media landscape." – *Hilary Dannenberg, University of Trier, Germany*

"This book breaks down the discipline into concepts, then shows how each one links to others. It

makes sense of the huge interdisciplinary area of media studies by providing clear definitions of key concepts, illustrated with up-to-date examples and a wealth of external links. The language is simple and direct without being patronising. As well as allowing students to understand different approaches within media studies, this book will be a useful tool in essay writing and other assessment projects. Perhaps most importantly, because of the range of examples used and its thought-provoking style, I think after reading this, students will apply what they read and through that at least begin to understand the media around them. I think both lecturers and students will find this interesting, stimulating and very useful." – *Carole Fleming, Nottingham Trent University*

"Branston and Stafford still offer the best, one-stop resource for media studies with an incredible range of material and contemporary case studies presented in a conversational style. The book links itself to the broader mediasphere through the archiving of additional material online and references sending students to youtube clips and short films, encouraging students to be active participants in the process of learning about media rather than simply passive readers of the text.

Through the expansive coverage, information distilled and ideas on display, *The Media Student's Book* will remain a valuable resource for students throughout their studies, as well as for many academics and those involved in the analysis and creation of media more generally." – *Jason Bainbridge, Swinburne University of Technology, Australia*

Student Feedback:

"The new edition is great! It is accessible and easy to relate to. The use of normal everyday examples that a student will have come across instead of academic (probably unseen ones) makes understanding difficult theories and philosophies easy and straight-forward. It is like somebody your age is explaining it. I like how it acknowledges the change in the way people learn, with a greater reliance on the internet and absorbs this into its design and layout. The 'Explore' sections are also really well put together as they make you aware of all the media things that saturate your day-to-day life that you have grown to ignore or take for granted, and they make you take a step back and critically analyse them." – *Charlotte Dean, Media Studies student at St Andrews University*

"I think that the new edition is fantastic. It's very comprehensive and the examples used are very relevant to the topics discussed. I like the side information as it explains key concepts for readers who may not be aware of their meaning. Also, the extra websites and exercises I feel will enhance learning and allows the student to interact more with the topics covered. In the introduction, I like how readers can feedback to the publishers directly by email. I think it displays two-way media and new media culture very well." – *Anna Jordan, Media Studies student at Stirling University*

About the Author

Gill Branston is Honorary Senior Lecturer at the School of Journalism, Media and Cultural Studies at Cardiff University. **Roy Stafford** is a freelance lecturer, writer and examiner in media education and training.

Users Review

From reader reviews:

Jeffrey Thompson:

Precisely why? Because this The Media Student's Book is an unordinary book that the inside of the book waiting for you to snap the idea but latter it will zap you with the secret this inside. Reading this book adjacent to it was fantastic author who all write the book in such awesome way makes the content inside of easier to understand, entertaining method but still convey the meaning thoroughly. So , it is good for you for not hesitating having this anymore or you going to regret it. This excellent book will give you a lot of positive aspects than the other book include such as help improving your proficiency and your critical thinking method. So , still want to hold off having that book? If I have been you I will go to the book store hurriedly.

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Julie Chambers:

This The Media Student's Book is great publication for you because the content which is full of information for you who all always deal with world and possess to make decision every minute. That book reveal it info accurately using great arrange word or we can say no rambling sentences in it. So if you are read that hurriedly you can have whole data in it. Doesn't mean it only provides straight forward sentences but tough core information with wonderful delivering sentences. Having The Media Student's Book in your hand like keeping the world in your arm, details in it is not ridiculous 1. We can say that no book that offer you world inside ten or fifteen tiny right but this publication already do that. So , this really is good reading book. Hey Mr. and Mrs. stressful do you still doubt in which?

Lorraine Vargas:

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