

Media Discourses (Issues in Cultural and Media Studies (Paperback))

By Donald Matheson

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Some of the most important questions regarding the relationship between media and culture are about communication. How are the meanings which make up a culture shared in society? How is power performed in the media? What identities and relationships take shape there?

Media Discourses introduces readers to discourse analysis to show how media communication works. Written in a lively style and drawing on examples from contemporary media, it discusses what precisely gets represented in media texts, who gets to do the talking, what knowledge people need to share in order to understand the media and how power relations are reinforced or challenged. Each chapter discusses a particular media genre, including news, advertising, reality television and weblogs. At the same time, each chapter also introduces a range of approaches to media discourse, from analysis of linguistic details to the rules of conversation and the discursive construction of selfhood. A glossary explains key terms and suggestions for further reading are given at the end of each chapter.

This is a key text for media studies, mass communication, communication studies, linguistics and journalism studies students.

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Editorial Review

About the Author
Donald Matheson lectures in mass communication at the University of Canterbury, New Zealand. He worked previously at Cardiff and Strathclyde Universities in the UK, where he taught both critical and practical courses on journalism. Before that he was a news reporter in New Zealand. His research focuses on journalists' writing practices and new media writing such as weblogs.

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