Sociology Of Mass Communications: Selected Readings

Denis McQuail

Linguistics 1 or Sociology 1 or Psychology 10 or consent

Sociology of Mass Communications This course treats the mass media as the outcome of a social process and product of organizations. Topics include natural monopolies, the superstar effect, corporate media ownership, the decline of Tin Pan Alley, artistic careers, artistic collaborations, genre, gatekeeping, journalist objectivity, and cultural capital. Read more. Sociology of Mass Communications This course treats the mass media as the outcome of a social process and product of organizations. Topics include natural monopolies, the superstar effect, corporate media ownership, the decline of Tin Selected signaling devices, or indicators, are to be described in many (kinds of) media discourse in order to assess such important social phenomena through media analysis. Similarly, other kinds of content analysis will of course provide at least partial insight into properties of media discourse, such as the prevalent themes of the news, the kind of actors in news, advertisements, TV-programs or film, or style in the headlines. And conversely, the study of mass communication should only realize that besides their own models of communication, media structures and uses, a micro-level approach, such as the one proposed in discourse analysis, may be fruitful. Content Analysis for the Social Sciences and the Humanities. Reading, Mass.: Addison-Wesley. sociology of mass communication; society of communication abundance; mass communication; mass media; media; social media; audience. References. Borisnyov S.V. (2003) Sotsiologiya kommunikatsii: Ucheb. posobie dlya vuzov [Communication Sociology]. Donges P. (2008) Medialisierung Politischer Organisationen: Parteien in der Mediengesellschaft. Wiesbaden: VS Verlag. Fedotova L.N. (2009) Sotsiologiya massovoy kommunikatsii [Sociology of Mass Communication].4-e izd. Moscow. (In Russ.) Filatova O.G. (2006) Sotsiologiya massovoy kommunikatsii: ucheb. posobie [Sociology of Mass Communication]. Moscow. Fomicheva I.D. (2015) Sotsiologiya SMI: Ucheb. posobie dlya studentov vuzov [Sociology of Media] Moscow. (In Russ.)