



Making Sense of Media: Key Texts in Media and Cultural Studies

Arthur Asa Berger

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- Offers a lively, accessible, and concise textbook to help readers understand mass media and their texts
- Covers seminal figures, concepts and scholarship in mass media studies, including Vladimir Propp, Mikhail Bakhtin, Raymond Williams, Fredric Jameson, and Stuart Hall
- Explores the ideas found in nineteen significant books that will provide useful insights and concepts for anyone interested in the study of the media
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