



## Why Study the Media?

By Roger Silverstone

SAGE Publications Ltd. Paperback. Book Condition: new. BRAND NEW, Why Study the Media?, Roger Silverstone, 'It's easy to be snobbish about media culture; the great merit of Roger Silverstone's book is to make the reader understand just how important that culture is' - Richard Sennett, New York University 'A remarkable book which argues for a new paradigm for the study of the media' - Daniel Dayan, Centre National de la Recherche 'A persuasive and sophisticated discussion of the role of the media in modern life at the threshold of the twenty-first century' - Ellen Seiter, University of California 'A very important book, one that moves media theory and argument on at long last. This is an attempt to get people to think differently about the media - not just when they are writing essays, but also when they are arguing about media in everyday life' - Simon Frith, University of Stirling The centrality of the media, all media, to human experience - from the conduct of everyday life, to the exercise of power, to the creation of culture - is inescapable. We live in an intensely mediated world. Yet the academic study of the media has rarely made its own...



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