

The Social Use Of Media

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This collection of essays provides an overview of research on the social uses of media. Drawing on long traditions in both cultural studies and the social sciences, it brings together competing research approaches usually discussed separately. The topics include up-to-date research on activity and interactivity, media use as a social and cultural practice, and participation in a cultural, political and technological sense. This book explores three general areas of current scholarly study of the social aspects of media use. First, the introduction of interactive and so-called social media has had repercussions for the definition of media use, reception and even our perception of media effects. Second, the recognition that media constitute social practice, which utilizes media for its own goals, has been highly influential in communication research. Third, media provide many opportunities for participation in cultural and political issues. Yet media also shape participation in certain - and sometimes constraining - ways. Publisher: Intellect Illustration: N Language: ENG Title: The Social use of media Pages: 00000 (Encrypted PDF) On Sale: 2012-11-05 SKU-13/ISBN: 9781841507446 Category: Education : General

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