

What is Media Studies?

Media Agencies

Who is communicating what and why?
Who produces a text? Roles in the production process; media institutions; economics and ideology; intentions and results

Media Audiences

Who receives what and what sense do they make of it? How audiences are identified, constructed, addressed and reached; how audiences find, choose, consume and respond to texts

Media Forms

What type of text is it? Different media (cinema, cyberspace, newspaper, magazine, radio, television, video); forms (advertising, documentary, etc.); genres (science fiction, soap opera, etc.); other ways of forming texts; how form relates to understanding

Media Discourses

How do we know what it means? How the media produce meanings; codes and conventions; narrative structures; discourse

Media Representations

How does it re/represent its subject? The relation between media texts and actual places, people, events and ideas; stereotyping and its consequences; media influence

Media Technologies

How is it produced? What kinds of technologies are available to whom; how to use them; the differences they make in the production process as well as the final product

Media Form & Practice

Advertising
Animation
Audio-visual Media
Broadcasting
Cinema
Cyberspace
Journalism
Mass Media
Media History
Music
Photography
Photojournalism
Radio
Telephone
Television
Video

Media Consumption
Media Production
Media Regulation

Indie Media — — Mass Media

Local Media — — Global Media

Popular Media — Cybermedia

Media Literacy

Media Theory

Communication
Literary Criticism
Musicology
Political Economy
Psychoanalysis