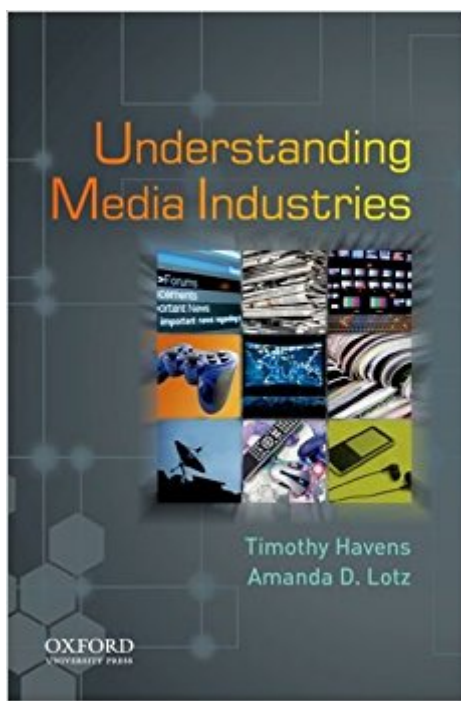


The book was found

# Understanding Media Industries



## Synopsis

This is an introduction to the media industries, a topic that sometimes has its own course but is also incorporated into courses on media criticism, media literacy, and even a basic mass media course where the instructor wishes to teach from topical paperbacks as opposed to a big textbook. The book examines the influence of media industry organization and practices on society; at the same time, it offers students pursuing both scholarly and professional careers related to the media industries a comprehensive overview of how the industries work, why they work as they do, and what the broader theoretical and practical implications of the media industries are. Questions such as "why is media industry organization important?", "how do we make sense of media industry changes?" and "what are the key issues facing media industries?" animate the analysis.

## Book Information

Paperback: 288 pages

Publisher: Oxford University Press; 1 edition (February 2, 2011)

Language: English

ISBN-10: 0195397673

ISBN-13: 978-0195397673

Product Dimensions: 9.2 x 0.8 x 6.1 inches

Shipping Weight: 14.4 ounces (View shipping rates and policies)

Average Customer Review: 3.5 out of 5 stars [See all reviews](#) (4 customer reviews)

Best Sellers Rank: #613,099 in Books (See Top 100 in Books) #405 in [Books > Business & Money > Industries > Media & Communications](#) #856 in [Books > Textbooks > Communication & Journalism > Media Studies](#) #2713 in [Books > Business & Money > Skills > Communications](#)

## Customer Reviews

Somewhat interesting, very informative. But dry and wordy.. It reads like a not concise text book...

I'm not a fan

Dry read for a kinda interesting subject all the information is there though

Blah Blah, text book.

Got it as expected

[Download to continue reading...](#)

Law and Business of the Entertainment Industries, 5th Edition (Law & Business of the Entertainment Industries) Understanding Media Industries Social Media: Master, Manipulate, and Dominate Social Media Marketing With Facebook, Twitter, YouTube, Instagram and LinkedIn (Social Media, Social Media ... Twitter, Youtube, Instagram, Pinterest) Social Media: Master Strategies For Social Media Marketing - Facebook, Instagram, Twitter, YouTube & LinkedIn (Social Media, Social Media Marketing, Facebook, ... Instagram, Internet Marketing Book 3) Media/Society: Industries, Images, and Audiences Understanding the Insurance Industry: An overview for those working with and in one of the world's most interesting and vital industries. Social Media: Dominating Strategies for Social Media Marketing with Twitter, Facebook, Youtube, LinkedIn and Instagram: Social Media, Network Marketing, Book 1 Social Media: Strategies To Mastering Your Brand- Facebook, Instagram, Twitter and Snapchat (Social Media, Social Media Marketing) Social Media: Dominating Strategies for Social Media Marketing with Twitter, Facebook, Youtube, LinkedIn and Instagram (social media, instagram, twitter, ... marketing, youtube, twitter advertising) Media Now: Understanding Media, Culture, and Technology The Industries of the Future From Shaker Lands and Shaker Hands: A Survey of the Industries The Economics of Network Industries The Data Model Resource Book, Vol. 2: A Library of Data Models for Specific Industries Clathrate Hydrates of Natural Gases, Second Edition, Revised and Expanded (Chemical Industries) Licensing, Selling and Finance in the Pharmaceutical and Healthcare Industries: The Commercialization of Intellectual Property Quality Assurance: Problem Solving and Training Strategies for Success in the Pharmaceutical and Life Science Industries (Woodhead Publishing Series in Biomedicine) Competitive Strategy: Techniques for Analyzing Industries and Competitors Basics of Lean Operations Management Principles with Applications from Manufacturing, Service, AND Healthcare Industries TPM in Process Industries (Step-By-Step Approach to TPM Implementation)

[Dmca](#)