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Book Description: Media, Society, Culture, and You is an approachable introductory Mass Communication text that covers major mass communication terms and concepts including "digital culture." It discusses various media platforms and how they are evolving as Information and Communication Technologies change.

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Media culture, with its declinations of advertising and public relations, is often considered as a system centered on the manipulation of the mass of society. Corporate media "are used primarily to represent and reproduce dominant ideologies." Prominent in the development of this perspective has been the work of Theodor Adorno since the 1940s. Media culture is associated with consumerism, and in this sense called alternatively "consumer culture."

Media, Culture and Society: An Introduction by Paul Hodkinson

Sociologists refer to this as a mediated culture where media reflects and creates the culture" ("The Role and Influence of Mass Media", n.d, para.2) . Media has affected to the most area of human life include relationship, education, careers, and entertainment.

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Paul Hodkinson is a sociologist whose work is focused upon youth cultures, online communications and on the relationships between media and cultural identities. He is author of Media, Culture and Society and Goth. Identity, Style and Subculture. He is also co-editor of Youth Cultures: Scenes, Subcultures and Tribes and Ageing and Youth Cultures.

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Media, Culture & Society is a peer-reviewed academic journal that covers media studies. The editors-in-chief are Raymond Boyle, (University of Glasgow), John Corner (University of Leeds), Anna Reading (King's College London), Paddy Scannell (University of Michigan), Philip Schlesinger (University of Glasgow), and Colin Sparks (Hong Kong Baptist University).

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society. The male gaze The most famous critique of the depiction of women in media is perhaps a short article by Laura Mulvey on 1970s cinema. Drawing on developments of Sigmund Freud's theory of psychoanalysis, Mulvey (1975: 6) argues that cinema reflects 'the unconscious of patriarchal society' and reinforces the

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