



The Media Magazines

**Victor C. Strasburger, Barbara J.
Wilson, Amy B. Jordan**

The Media Magazines:

Magazine Journalism Tim Holmes, Liz Nice, 2011-11-10 For those of us who long ago experienced the magazine love bite and have been battling the prejudice and scant attention shown this beautiful medium ever since here at last is the book to set the record straight Nicholas Brett Deputy Managing Director BBC Magazines At a time when magazines are undergoing active redefinition this book represents a welcome intervention It engages with a host of pressing issues in a manner alert to professional priorities while at the same time encouraging new ways of thinking about the challenges shaping this fast moving field Holmes and Nice are trustworthy guides taking the reader on what proves to be a fascinating journey Stuart Allan Professor of Journalism Bournemouth University Magazines are the most successful media format ever to have existed so begins *Magazine Journalism* as it traces how magazines arose from their earliest beginnings in 1665 to become the ubiquitous format we know today This book combats the assumptions among media academics as well as journalists that magazines somehow don't count and presents a compelling assessment of the development and innovation at the heart of magazine publishing In magazines we find some of the key debates in journalism from the genesis of marketing to the reader to feminist history subcultures and tabloidization Embedding these questions in a thoroughly historical framework Holmes and Nice argue for an understanding of magazine journalism as essential in the media landscape Moving beyond the semiotic and textual analysis so favoured by critics of the past the authors complete the story with an exploration of the production and consumption of magazines Drawing on interviews with more than 30 magazine journalists across the industry what emerges is a story of resilience innovation and a unique ability to embrace new markets and readerships *Magazine Journalism* takes the reader to the heart of key questions in the past present and future of journalism and is essential reading for students across journalism and the creative industries

The Media Handbook Helen Katz, 2010-07-29 The Media Handbook provides a practical introduction to the complete media planning and buying process Emphasizing basic media planning and buying calculations along with the practical realities of offering plan alternatives and evaluating the plan This work is suitable for faculty who teach advertising as well as students of advertising media planning CHOICE [The Media in Europe](#) Euromedia Research Group, 2004-01-31 Covering 23 countries this volume highlights and explains key issues of debate and current tendencies in media policy and provides basic statistics relating to each case study The chapters are written by an expert from the country concerned

Children, Adolescents, and the Media Victor C. Strasburger, Barbara J. Wilson, Amy B. Jordan, 2009 Up to date and case study laden analysis of how children and adolescents interact with the media

Handbook of Children and the Media Dorothy G. Singer, Jerome L. Singer, 2011-07-25 Cyber bullying sexting and the effects that violent video games have on children are widely discussed and debated With a renowned international group of researchers and scholars the Second Edition of the Handbook of Children and the Media covers these topics is updated with cutting edge research and includes comprehensive analysis of the field for students and scholars This revision

examines the social and cognitive effects of new media such as Facebook Twitter YouTube Skype iPads and cell phones and how children are using this new technology This book summarizes the latest research on children and the media and suggests directions for future research This book also attempts to provide students with a deliberate examination of how children use enjoy learn from and are advantaged or disadvantaged by regular exposure to television new technologies and other electronic media

Study of Content and Arrangement of Employee Magazines-- Willis Wissler,1930 **The Magazine of Business** ,1912 **Study of Content and Arrangement of Employe Magazines--** Willis Wissler,1930

Persuasion in the Media Age Timothy Borchers,2012-11-21 Persuasion is omnipresent in todays media saturated society From politicians to advertisers to friends and colleagues persuaders are using increasingly sophisticated strategies to influence our attitudes beliefs and behaviors Fortunately this updated edition of Persuasion in the Media Age provides a timely solid understanding of the methods used by contemporary persuaders and offers strategies to help readers become critical consumers of persuasion Borchers begins with the premise that contemporary culture has been forever changed by electronic media and explores the way media technologies have influenced the study and practice of persuasion He draws from a wide variety of scholars bringing together the latest perspectives and research as well as foundational concepts The Third Edition spotlights the influence of social media presents storytelling as a key driver for persuasion and incorporates updated examples that reflect recent political campaigns and developments in popular culture This pedagogically rich illustrated volume includes learning objectives key terms discussion questions and activities that encourage students to apply chapter content to their everyday experiences Internet based exercises provide practical relevant opportunities for students to evaluate Web based persuasion while ethics cases explore compelling issues that have emerged in todays media dominated environment

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