



Media and Communication

Paddy Scannell

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"An excellent book providing students with a historical understanding of mass media and communication. Theories, concepts and models are intertwined throughout the chapters challenging students to critically understand and evaluate the role of mass media in society."

- *Stephanie Goodwin, University of Central Lancashire*

"In a field whose boundaries are porous and where there is no consensus as to the core concepts, theories and thinkers, Scannell brings certainty to his effort to identify key moments in the history of the study of the media and communication... Essential reading for anyone interested in the historical development of the study of the media in the US and the UK."

- *Times Higher Education*

"His account of these major writers and movements is both comprehensive and clearly written, and will be appreciated by students and academics alike... It is the detail of the historical contexts that makes his writing a refreshing look at the history of media and communication in the twentieth century."

- *Media International Australia*

Magisterial in scope, **Media and Communication** traces the historical development of media and communication studies. Media Studies itself has a short history but many antecedents, and in this comprehensive and compelling book, Paddy Scannell sets out to describe and analyze its formulation in North America and Europe. **Media and Communication:**

- Offers an accessible and comprehensive analysis of the development of media and communication theory.
- Includes a summary outline of all the key thinkers.
- Looks at the study of communication across a range of disciplines - history, literature, sociology, philosophy and linguistics.
- Challenges readers to engage with the central importance of communication.

It will be an invaluable resource for upper level undergraduate and postgraduate students of media and communication, cultural studies and sociology.

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