

media effects

narrative and genre

consumer power

representation

Media Studies

Theories and Approaches

D A N L A U G H E Y

celebrity and fandom

postmodernism

moral panics

surveillance society

new media



CONTENTS

Introduction: Take Five.....	9
1. Media Studies Matters	12
2. The Medium is the Message	22
3. Media Effects	33
4. Consumer Power	46
5. Political Economy.....	58
6. Representation	70
7. Postmodernism	81
8. Information and Surveillance Society	90
9. Moral Panics.....	100
10. Celebrity and Fandom.....	112
11. Narrative and Genre	125
12. New Media	135
13. Reference Materials	146
Notes	152
Index	154