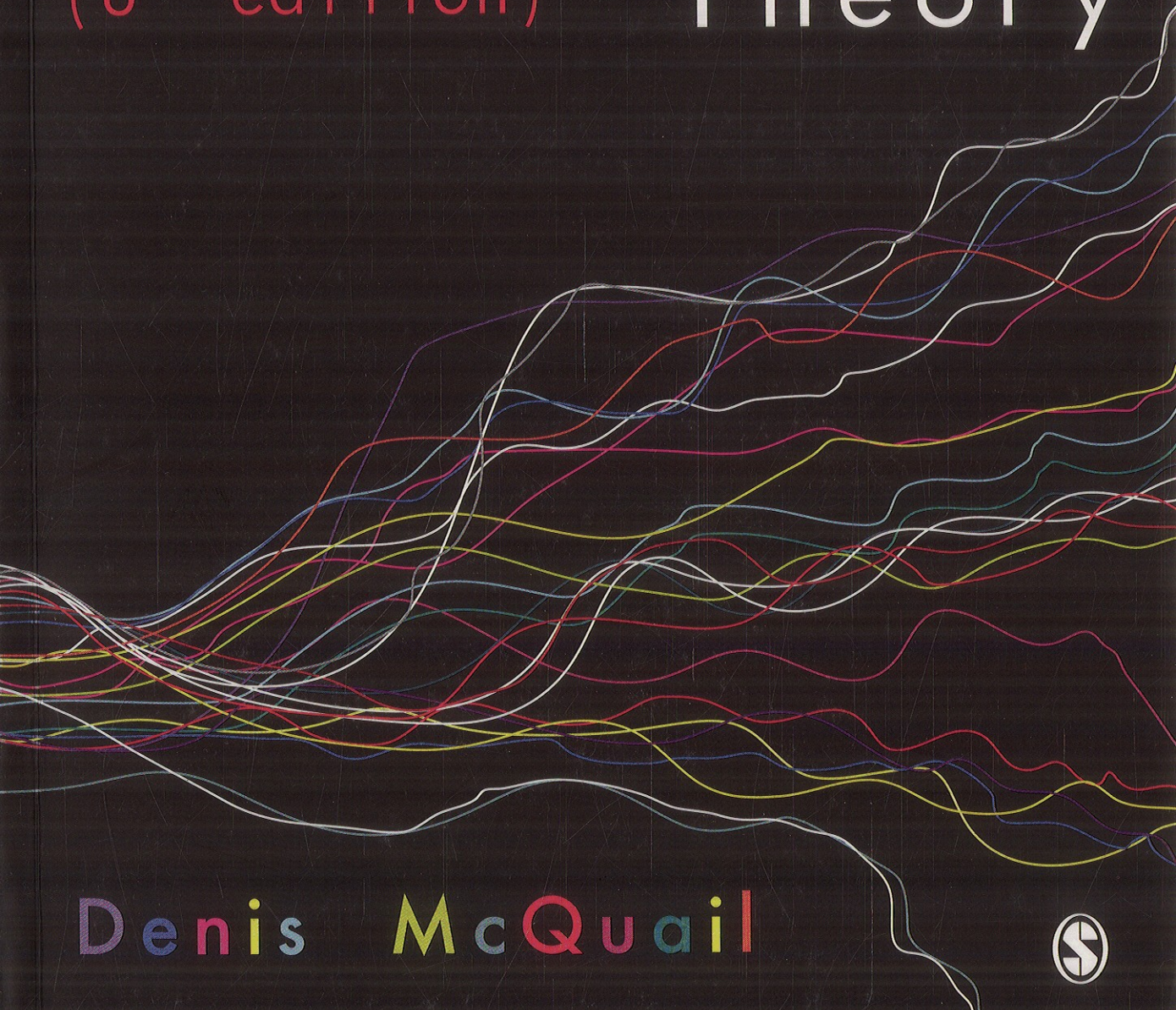


McQuail's Mass
Communication
(6th edition) Theory



Denis McQuail



Contents

Preface	vii
How to Use this Book	ix
PART 1 PRELIMINARIES	1
1 Introduction to the Book	3
2 The Rise of Mass Media	23
PART 2 THEORIES	49
3 Concepts and Models for Mass Communication	51
4 Theory of Media and Society	79
5 Mass Communication and Culture	111
6 New Media – New Theory?	135
7 Normative Theory of Media and Society	161
PART 3 STRUCTURES	189
8 Media Structure and Performance: Principles and Accountability	191
9 Media Economics and Governance	217
10 Global Mass Communication	247
PART 4 ORGANIZATIONS	273
11 The Media Organization: Pressures and Demands	275
12 The Production of Media Culture	307

PART 5 CONTENT	337
13 Media Content: Issues, Concepts and Methods of Analysis	339
14 Media Genres and Texts	369
PART 6 AUDIENCES	395
15 Audience Theory and Research Traditions	397
16 Audience Formation and Experience	419
PART 7 EFFECTS	451
17 Processes and Models of Media Effects	453
18 Social-Cultural Effects	477
19 News, Public Opinion and Political Communication	503
PART 8 EPILOGUE	537
20 <i>The Future of Mass Communication</i>	539
Glossary	548
References	574
Index	614