メディア研究国際百科事典 全7巻
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「これまでメディア研究の中心は新聞、雑誌、映画、ラジオ、テレビなどのマスメディアであった。もちろん現在でもその社会的影響は大きい。それに対して近年の特徴は、これらのマスメディアに加えて地上デジタル放送、インターネット、携帯電話、携帯音楽プレイヤー、パーソナルコンピュータ、ゲーム機、携帯情報端末などの新しいメディアが次々に登場し普及しているところにある。これらの多くはデジタル技術による技術革新の影響を強く受けている。その結果、今まで分離していたメディアが統合され、放送と通信の融合などが生まれている。」(日本社会学会社会学事典刊行委員会編『社会学事典』丸善 2010年 505頁)

本事典は、進展著しいメディア研究の新地平を開く画期的な論考を集めています。メディア研究の第一線で活躍する研究者によって編まれた本事典はグローバルな視野から広範なトピックを収録し、第1巻「メディアの歴史とメディア研究の基礎」、第2巻「メディア産生」、第3巻「内容と表現」、第4巻「メディア研究におけるオーディエンスと解釈」、第5巻「メディア効果/メディア心理学」、第6巻「メディア研究の未来」、第7巻「メディア研究における調査方法」から構成されています。ラジオ・テレビ放送、新聞・ジャーナリズム、インターネット、携帯メディア、メディアリテラシー、プロパガンダなど、多様なメディア研究の現状を反映した本事典をこの機会に是非お揃えください。

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