

Media and Communications in Australia



Traditional media are being reshaped by digital technologies. The funding model for quality journalism has been undermined by the drift of advertising online, demarcations between different forms of media are rapidly fading, and audiences have fragmented. We can catch up with our favorite TV show on a tablet, social media can be more important than mainstream radio in a crisis, and organizations large and small have become publishers in their own right on apps. Nevertheless, mainstream media remain powerful. The Media and Communications in Australia offers a systematic introduction to this dynamic field. Fully updated and revised to take account of recent developments, this fourth edition outlines the key media industries, and explains how communications technologies are impacting on them. It provides a thorough overview of the main approaches taken in studying the media, and includes an expanded issues section with new chapters on social media, gaming, apps, the environment, media regulation, ethics, and privacy. With contributions from some of Australia's best researchers and teachers in the field, this book remains the most comprehensive and reliable introduction to media and communications available. It is an ideal student text, and a reference for teachers of media and anyone interested in this influential industry.

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