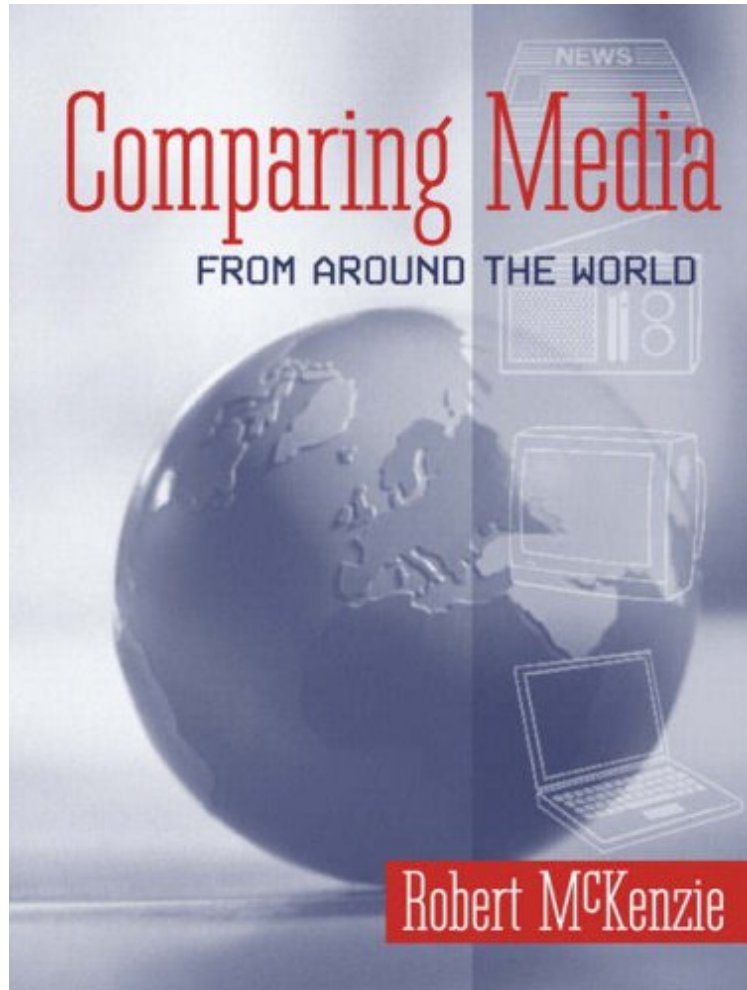


(Download free pdf) Comparing Media from Around the World

Comparing Media from Around the World

Robert McKenzie

*audiobook / *ebooks / Download PDF / ePub / DOC*



 Download

 Read Online

#889704 in Books 2005-10-02 Original language: English PDF # 1 9.00 x .80 x 6.90l, 1.22 #File Name: 0205402429384 pages | File size: 29.Mb

Robert McKenzie : Comparing Media from Around the World before purchasing it in order to gage whether or not it would be worth my time, and all praised Comparing Media from Around the World:

3 of 3 people found the following review helpful. A Heady Insight Into Media From Around The World By David Thompson Dr. Robert McKenzie's textbook, Comparing Media From Around The World, is a smartly written interactive dissection of four different types of media (newspaper, television, radio and web sites) juxtaposed by eight different countries from around the globe (China, France, Ghana, Lebanon, Mexico, Sweden, the UK and the USA). Not only does the reader receive textbook instruction, but insight into how other countries produce, direct, police and determine what information will be released over the same communication mediums. Comparing Media is a methodical culmination of a lifetime of Dr. McKenzie's personal travel experiences and research. The concepts and processes that he teaches us will enable us to apply these concepts to any country or region in the world. The reader is first introduced to the eight countries chosen for comparison, their strengths and weaknesses, and why they were

chosen. This is followed by a thorough explanation of the concept of the book and how the book will be laid out. Dr. McKenzie goes on to reveal how citizens of a country are held captive to a narrow perspective of other countries because of the limited selection of media that are accessed. The reader is then educated on the "media systems" (entities made up of multiple interrelated parts), a strong basis that is intricate to understanding the rest of the book. The textbook looks at the cultural characteristics and philosophies of the eight dissected countries. Dr. McKenzie also delves into the regulation of media as well as the financing, accessibility and the actual media content itself. He even takes on news reporting, again methodically country by country, weighing bias versus objectivity and depth versus brevity in news reporting itself. The final chapters give insight into media imports and exports for each of the countries and what factors influence the exporting of the media content. This textbook should be a required read for any student entering the media communication field. The theories, concepts and teachings would even be appropriate for advanced high school classes. The reader will find that each chapter is met with a heady and challenging set of "primer" questions designed to help establish a baseline of knowledge about the subject matter at hand, and also to pique the reader's curiosity. Dr. McKenzie has objectively, and with a bit of true wit, written an instructional manual on how one should view, understand and compare media in their country and most importantly, when visiting or comparing media with another country. If not careful, the reader may find themselves engrossed in understanding media and not find it to be a textbook at all.

Featuring an innovative organization and in-depth research, *Comparing Media from Around the World* discusses how media systems are similar and different across the globe. This book discusses the fundamental elements of media systems and shows how they are used in eight sample countries. Unlike other books, it is organized according to media elements, with comparative discussions of all eight countries within each chapter. This helps readers make connections and comparisons between the countries and allows them to apply the concepts to other countries not discussed in the book. *Comparing Media from Around the World* also features exciting photographs from the sample countries showing not only the media but how they are experienced in context (for example, a newspaper stand in France and an internet cafe in Ghana).

From the Back Cover *Comparing Media from Around the World* discusses the fundamental elements of media systems and shows how they are used in eight sample countries (France, Sweden, the UK, the USA, Mexico, China, Ghana, and Lebanon). Unlike other texts, it is organized according to media elements, with comparative discussions of all eight countries within each chapter. This helps students make connections and comparisons between the countries and allows them to apply the concepts to other countries not discussed in the text. Features Each chapter discusses a single element of a media system (for example, financing of media) and compares it across media systems in eight countries, allowing students to make comparisons of countries within each chapter. Photos of media from eight countries, most taken specifically for this text, provide examples of newspapers, radio listings, television shows, Web sites, and more, helping students see how media systems operate in other countries. Five Primer questions begin each chapter, helping students establish their own baseline of knowledge about the subject of the chapter and prime their curiosity. An accessible writing style with many clear examples makes the material comprehensible and interesting to students. Praise for *Comparing Media from Around the World* This book effectively combines comparative systems analysis and rhetorical understanding in a thoughtful and engaging examination of eight representative national media systems. It is clearly written, immediately engaging and especially relevant under conditions of globalization. Harry W. Haines, Trinity University There is currently nothing like this kind of in-depth, cross-comparative analysis available in the textbook literature, and therefore the authors work makes an important contribution. It's clear this scholar has a nuanced and extensive knowledge of the field of global and international communication, and that he understands the complexities of global communication along its economic, political, and cultural dimensions. John L. Sullivan, Muhlenberg College