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40 Media, Culture and Society (1999: 20). In some cases expansion would involve the entering of new arenas through the setting up of new subsidiary companies. In the late 1980s, global media giant News Corporation

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invested heavily in a
brand new UK satellite
television service called
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media, mobile

media and describes the

role of each in both

mirroring and shaping

society. This

encyclopedia provides a

thorough overview of

media within social and

cultural contexts,

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development of the

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of media; how people

choose what media to

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systematic and
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content and media
users); Media, Power

and Control (which

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broadcasting,

ensorship,

commercialization); and

Media, Identity and

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'This is the media and society text that critical scholars have been waiting for'. - Professor Mark Andrejevic, Pomona College This book unpacks the role of the media in social, cultural and political contexts and encourages you to reflect on the power relationships that are formed as a result. Structured around the

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*Consumer Culture and
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consumption from a
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Author Wendy

Wiedenhof Murphy
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we purchase, and the
social forces that enable
and constrain consumer
behavior. Opening

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book explores ethical

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