



Understanding Media Industries

By Timothy Havens, Amanda Lotz

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This is an introduction to the media industries, a topic that sometimes has its own course but is also incorporated into courses on media criticism, media literacy, and even a basic mass media course where the instructor wishes to teach from topical paperbacks as opposed to a big textbook. The book examines the influence of media industry organization and practices on society; at the same time, it offers students pursuing both scholarly and professional careers related to the media industries a comprehensive overview of how the industries work, why they work as they do, and what the broader theoretical and practical implications of the media industries are. Questions such as "why is media industry organization important?", "how do we make sense of media industry changes?" and "what are the key issues facing media industries?" animate the analysis.

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Editorial Review

Review

"This is the best book available for teaching media industries studies. Additionally, it has many of the specific details and examples that are difficult to remember off the top of your head in a lecture." - Ethan Tussey, Georgia State University

"*Understanding Media Industries* is a comprehensive, readable, and accessible text for teaching students how to thoughtfully and productively analyze the operations of media industries and how those operations shape media content. It is rich with examples, usefully explained vocabulary, and great teaching materials."-- Erin Copple Smith, *Austin College*

"I would highly recommend using *Understanding Media Industries* in your course because that book shows the historical, cultural, and economic factors that influence the intricate process of producing texts in the media industries. It has great a great framework and vocabulary to help students write about the production of texts, excellent questions in the back of chapters you can pose to them, and addresses the production side of the industry enough to keep the vast number of students from the major engaged that want to make their own films." - Max Hohner, Arizona State University

"This is a substantial, authoritative, and eminently readable/teachable text which generally does a good job of identifying critical issues in media practices, and their origins in history, economics, and technology." - Stuart Moulthrop, University of Wisconsin-Milwaukee

"Havens and Lotz have their fingers on the pulse of the media industry."--Vicki Mayer, Tulane University

About the Author

Amanda Lotz, University of Michigan; Timothy Havens, University of Iowa

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