



McQuail's Mass Communication Theory

By Denis McQuail

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Editorial Review

Review

Over successive editions, Denis McQuail has pulled off the trick of expanding the scope of his analysis and integrating new research in a rapidly changing field. Hats off to him once again for making such enormous amounts of material so user-friendly

Philip Schlesinger

University of Glasgow

Denis McQuail's Mass Communication Theory is not just a seminal text in the study of media and society - it is a benchmark for understanding and appreciating the long and winding road people and their media have taken to get us here. Denis McQuail offers the best roadmap available to navigate our times, a roadmap that stands the test of time

Mark Deuze

Indiana University and Leiden University

This is a unique work tested by time and generations of students around the world - North, South, East and West

Kaarle Nordenstreng

University of Tampere

About the Author

Denis McQuail is emeritus professor of communication at the University of Amsterdam and visiting professor in the Department of Politics, University of Southampton. His books include *Audience Analysis* (1997) and *McQuail's Mass Communication Theory* (5th ed. 2005), a comprehensive introduction to the field that takes full account of new technologies and globalization issues. His most recent edited collection is *Communication Theory and Research* (2006), which presents outstanding studies in communications research published during the last decade. The selections are drawn from the *European Journal of Communication*, a leading international journal, founded by McQuail, Peter Golding and Els De Bens.

Users Review

From reader reviews:

Andrew Drake:

McQuail's Mass Communication Theory can be one of your starter books that are good idea. Most of us recommend that straight away because this book has good vocabulary that may increase your knowledge in language, easy to understand, bit entertaining but still delivering the information. The article author giving his/her effort to get every word into satisfaction arrangement in writing McQuail's Mass Communication

Theory but doesn't forget the main point, giving the reader the hottest in addition to based confirm resource info that maybe you can be one of it. This great information could drawn you into completely new stage of crucial imagining.

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