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was adapted for Disney so that it reflects the Disney brand the authors illustrate through close textual analysis how this content reflects elements of the Classic Disney Style The analysis positions these texts in relation to their industrial contexts while also identifying important touchstone texts both television and film in Disney s catalog This comprehensive and thoughtful analysis will interest upper level students and scholars of media studies political economy Disney studies media industries and new technology

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center of the profound changes in the 21st century media world It teaches students to think critically about the role of media and what these changes mean for their lives The book s media systems approach helps students to look carefully at how media content is created distributed and exhibited in the new world that the digital revolution has created The first part examines the media world as a whole while the second delves deep into key media industries such as the movie book and video game industries This new edition includes critical expanded coverage of social media as well as updated figures tables and pedagogy including key terms and further activities Media Today is an excellent introduction to the world of media in the digital age From news media to video games and social networking to mobile platforms it provides students with the tools they need to understand and critique the media they encounter and consume Extensive pedagogical materials also make this a highly teachable book well suited to the classroom The accompanying website has also been updated with new student and instructor resources including chapter recaps recommended readings and instructor s manual **Animation Magazine**

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