



Media Analysis Techniques

Arthur Asa Berger

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In this updated **Fourth Edition** of **Media Analysis Techniques**, author Arthur Asa Berger provides students with a clear, practical guide to media analysis techniques. Written in an accessible style with the author's own creative illustrations, the book walks readers through the four most important methods of analyzing and interpreting our mass mediated culture: semiotic theory, Marxist theory, psychoanalytic theory, and sociological theory. The text coaches students on how to support their media interpretation if they want to convince others that their opinions are worth considering. These methodologies, once learned, will stay with students and have an impact on the way they live.

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