



# RESEARCH GUIDE TO MEDIA STUDIES

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## BRIEF REFERENCE

***Dictionary of Media and Communication Studies.*** By James Watson and Anne Hill. London: Hodder Arnold, 2006. 7th edition.  
[St. Michael's 1st Floor Reference Area – P87.5 .W3 2006]

This standard reference offers quick access to information on media policy and practice, communication and cultural theory. Also included is a chronology of key moments in the development of mass media.

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***Encyclopedic Dictionary of Semiotics, Media, and Communications.*** By Marcel Danesi. Toronto: University of Toronto Press, 2000.  
[St. Michael's 1st Floor Reference Area – P87.5 .D36 2000]

Along with definitions, this compact dictionary offers the historical contexts and applications of the terms, concepts, personages, schools of thought, and historical movements commonly used in the closely related fields of semiotics, media, and communication studies.

***Encyclopedia of International Media and Communications.*** Edited by Donald H. Johnston. San Diego, CA; London: Academic Press, 2003.  
[Available online for UofT use: [www.library.utoronto.ca](http://www.library.utoronto.ca)]

This reference source (2700+ pages in four volumes, in print form) contains over 200 original articles on the history of the world's media, all easily accessible through a searchable subject index. Each article includes a table of contents, a glossary of relevant terms and phrases, and a bibliography of related books, articles, and websites.

***International Encyclopedia of Communications.*** Edited by Erik Barnouw. New York: Oxford University Press, 1989.  
[Victoria College, Pratt Library Reference Area – P87.5 .I5 1989]

This four-volume reference work includes 569 articles on everything from animal communication to political persuasion, each of which includes a brief bibliography. Cross-references, an index, a topical guide, and over 1000 illustrations are also included.

***Communication, Cultural and Media Studies: The Key Concepts.*** By John Hartley. London: Routledge, 2002. 3rd edition.  
[Available online for UofT use: <http://www.library.utoronto.ca>]

An introductory guide to over 300 of the most important terms in the fields of communications and cultural studies—from ‘aberrant decoding’ to ‘world wide web’— including the historical origins of each concept and suggestions for further reading.

***Cultural Theory: The Key Concepts.*** Edited by Andrew Edgar and Peter Sedgwick. London: Routledge, 2008. 2nd edition.  
[St. Michael’s 2nd Floor – HM621 .C8535 2008]

In addition to concise entries for over 350 terms, each accompanied by suggestions for further reading, this volume provides a bibliography of essential texts in the field of cultural theory.

***Encyclopedia of Communication and Information.*** Edited by Jorge Reina Schement. New York: Macmillan Reference USA, 2002.  
[Available online for UofT use: <http://www.library.utoronto.ca>]

Over the course of its three volumes, this introductory reference on the state of the communication and information science fields includes close to 300 articles, as well as biographical entries, a detailed index, and suggestions for further reading.

***A/V A to Z: An Encyclopedic Dictionary of Media, Entertainment and Other Audiovisual Terms.*** By Richard W. Kroon. Jefferson, NC: McFarland & Company, 2010.  
[Robarts 4th Floor Reference Area – P87.5 .K76 2010X]

Definitions for more than 10,000 words and phrases, from common slang to technical terminology, are enhanced by over 600 illustrations, 1600 etymologies, and 2000 encyclopedic entries. For further guidance, usage notes for commonly confused or misused terms are also included.

***Critical Commons.***

[Available online: [http://criticalcommons.org/.](http://criticalcommons.org/)]

Along with innumerable film, television, and video clips, accompanied by critical commentary, *Critical Commons* also provides a wealth of information about current copyright law and its alternatives.

***The Keywords of Media Theory Glossary.***

[Available online: <http://humanities.uchicago.edu/faculty/mitchell/glossary2004/navigation.htm.>]

Having begun life as an assignment in Theories of Media at the University of Chicago, this glossary offers an appealing tiled interface and hyperlinked cross-references embedded into each entry.

## SEMINAL WORKS

***Understanding Media: The Extensions of Man.*** By Marshall McLuhan. New York: McGraw-Hill, 1964.

[St. Michael's 2nd Floor – P90 .M26 1964]

In what is perhaps his most widely known work, McLuhan foregrounds the media themselves rather than simply the content they carry—as famously expressed in his aphorism, “the medium is the message”—and elucidates his influential concept of “hot” and “cool” media.

***Manufacturing Consent: The Political Economy of the Mass Media.*** By Edward S. Herman and Noam Chomsky. New York: Pantheon Books, 1998.

[St. Michael's 2nd Floor – P95.82 .U6 H47 1988]

With the help of numerous examples and typically exhaustive endnotes, Herman and Chomsky explain how corporate-owned mass media, as profit-driven institutions, “manufacture” in the public mind consent for social, political, and economic policies.

***Orality and Literacy: The Technologizing of the Word.*** By Walter J. Ong. London: Methuen, 1982.

[St. Michael's 2nd Floor – P35 .O5 1982]

In this survey of his own and others' work over the previous three decades, Ong identifies the fundamental characteristics of oral traditions, and traces the cultural effects of the transition from an oral-based stage of consciousness to one dominated by writing and print technologies.

***The Bias of Communication.*** By Harold A. Innis. Toronto: University of Toronto Press, 1951.

[St. Michael's 2nd Floor – P90 .I49 B52]

In his pioneering social history of communication media, Innis studies the assumptions that different communication technologies take from and contribute to society, and the forms of power they encourage.

***Empire and Communications.*** By Harold A. Innis. Toronto: University of Toronto Press, 1972. 2nd edition.

[St. Michael's 2nd Floor – P90 .I49 E4]

Based on six lectures Innis delivered at Oxford University in 1948, *Empire and Communications* offers a broad historical survey of the influence of communications technologies on the rise and fall of empires.

***Gramophone, Film, Typewriter.*** By Friedrich Kittler. Translated by Geoffrey Winthrop-Young and Michael Wutz. Stanford, CA: Stanford University Press, 1999.

[Robarts – P96 .T42 K5813 1999X]

A history of emergent media technologies in the late nineteenth century, combined with a theoretical examination of responses to such changes and their relevance to today's shifts in media technology.

***The Mathematical Theory of Communication.*** By Claude E. Shannon and Warren Weaver. Urbana, IL: University of Illinois Press, 1964.  
[St. Michael's 2nd Floor – TK5101 .S5]

Expanding upon an enormously influential article by Shannon, this work laid out the fundamental elements of a communications system.

***The Control Revolution: Technological and Economic Origins of the Information Society.*** By James R. Beniger. Cambridge, MA: Harvard University Press, 1986.  
[Victoria College, Pratt Library – HM258 .B459 1986]

A cultural history tracing the origins of the Information Society to the “Control Revolution” of the late nineteenth and early twentieth century, which saw the development of such communication technologies as rotary printing, radio, television, and motion pictures.

***Communication as Culture: Essays on Media and Society.*** By James W. Carey. New York: Routledge, 2009. Revised edition.  
[St. Michael's 2nd Floor – P94.6 .C365 2009]

Noting the connection between the words “communication” and “community,” Carey looks to shift the study of media and communication toward a renewed focus on its content and its role in forming culture. This revised edition includes a critical foreword connecting Carey's work with contemporary issues, as well as a complete bibliography of his writings.

***Logic and the Art of Memory: The Quest for a Universal Language.*** By Paolo Rossi. Translated by Stephen Clucas. Chicago: University of Chicago Press, 2000.  
[St. Michael's 3rd Floor – BC38 .R6713 2000]

Italian philosopher and historian Rossi documents the historical development of the idea of a universal language.

***Simulacra and Simulation.*** By Jean Baudrillard. Translated by Sheila Faria Glaser. Ann Arbor, MI: University of Michigan Press, 1994.  
[St. Michael's 3rd Floor – BD236 .B3813 1994]

In this influential philosophical treatise, Baudrillard argues that modern society has replaced all of reality and meaning with hollow signs and symbols.

## **INTRODUCTIONS TO MEDIA STUDIES**

***Media Studies: A Reader.*** Edited by Sue Thornham, Caroline Bassett, and Paul Marris. 3rd edition. New York: New York University Press, 2009.  
[St. Michael's 2nd Floor – P91 .M3794 2009]

With 65 articles from the likes of Adorno, Habermas, McLuhan, and others, this compilation is divided into two sections: the first explores the production, regulation, reception, and consumption of media; the second puts theory into practice, offering various concrete examples.

***Media and Cultural Studies: Keywords.*** Edited by Meenakshi Gigi Durham and Douglas M. Kellner. Malden, MA : Blackwell, 2006. Revised edition.  
[Robarts – P94.6 .M424 2006]

Compiling a range of key texts from such thinkers as Althusser, McLuhan, and Chomsky, this anthology includes a substantial critical introduction, brief contextualizing section introductions, and full bibliographic citations.

***Handbook of Visual Communication: Theory, Methods, and Media.*** Edited by Ken Smith et al. Mahwah, NJ: L. Erlbaum, 2005.  
[Robarts – P93.5 .H363 2005X]

Each of the twelve chapters on major theories in visual communication studies (aesthetics, perception, representation, and so on) is followed by examples of significant research in the area, such as “Perception and the Newspaper Page: A Critical Analysis” and “Children’s Comprehension of Visual Images in Television.”

***New Media.*** By Nicholas Gane and David Beer. Oxford: Berg, 2008.  
[St. Michael’s 2nd Floor – P96 .T42 G35 2008]

Drawing on the writings of leading social and cultural theorists, this book examines six key concepts for understanding the impact of new media on modern culture: information, network, interface, interactivity, archive, and simulation. Each concept is illustrated through a variety of concrete examples.

***Companion to Media Studies.*** Edited by Angharad N. Valdivia. Malden, MA; Oxford, UK: Blackwell, 2003.  
[Victoria College, Pratt Library – P91.25 .V35 2003]

This collection of writings from an interdisciplinary cross-section of media scholars is organized into six overarching themes: foundations, production, media content, media audiences, effects, and futures.

***Critical Media Studies: An Introduction.*** Edited by Brian L. Ott and Robert L. Mack. Chichester, UK; Malden, MA: Wiley–Blackwell, 2010.  
[Robarts – P90 .O88 2010X]

Drawing heavily on case studies, and including exercises and “media labs” in each chapter, this introduction to media studies is also accompanied by a website with supplementary material.

***The Media and Modernity: A Social Theory of the Media.*** By John B. Thompson. Stanford, CA: Stanford University Press, 1995.  
[Victoria College, Pratt Library – HM258 .T465 1995]

In this extensive study of the role of communication media in the rise of modern societies, Thompson questions the modern applicability of the term “mass communication”: “mass” because the bulk of today’s media is produced not for the masses but for niche markets; and “communication” because mass communication actually tends to be “overwhelmingly one-way.”

## POLITICAL ECONOMY OF MEDIA

***The Political Economy of Media: Enduring Issues, Emerging Dilemmas.*** By Robert W. McChesney. New York: Monthly Review Press, 2008.  
[St. Michael's 2nd Floor – P96 .E25 M3876 2008]

Bringing together all the major themes of his two decades of research, McChesney argues that the existing corporate media system, propped up by corrupt policymaking, is incompatible with a viable democratic public sphere.

***Converging Media, Diverging Politics: A Political Economy of News Media in the United States and Canada.*** Edited by David Skinner, James R. Compton, and Michael Gasher. Lanham, MD: Lexington Books, 2005.  
[St. Michael's 2nd Floor – PN4867 .C62 2005]

This collection of essays on the effects of North American media concentration is organized into three sections: the first examines the shifting policy, technological, and economic environment and its effects on news production; the second offers case studies of current policy conditions in various media; and the third describes examples of resistance to corporate news media.

***Media Power in Politics.*** Edited by Doris A. Graber. Washington, DC: CQ Press, 2007. 5th edition.  
[St. Michael's 2nd Floor – HN90 .M3 M43 2007]

This collection of thirty-six essays explores the influence of both traditional and “new” media on political perceptions and opinions, on elections, on participants within and outside the political power structure, and on policymaking. It also examines public and private efforts to control and shape media offerings.

***Propaganda and Persuasion.*** By Garth S. Jowett and Victoria O'Donnell. 4th edition. Thousand Oaks, CA: Sage, 2006.  
[St. Michael's 2nd Floor – HM1231 .J68 2006]

Jowett and O'Donnell offer a comprehensive history of propaganda, as well as original methods for analyzing it.

***Introduction to Media and Politics.*** By Sarah Oates. Los Angeles: Sage, 2008.  
[UofT at Mississauga – P95.8 .O28 2008]

This introduction would be a good starting point for those seeking a more international perspective, as it compares media institutions and political experiences in countries throughout the world. There is also a helpful section on research methods in political communication.



## MEDIA IN CANADA

***Seeing Ourselves: Media Power and Policy in Canada.*** Edited by Helen Holmes and David Taras. 2nd edition. Toronto: Harcourt Brace & Company Canada, 1996.

[Robarts – P92 .C2 S42 1996]

Contributors from a diversity of academic backgrounds address the challenges facing Canadian media regulation and practice. The collection is divided into three parts: Regulating Media Power; Media Power and National Identity; and Media Power and Social Change

***Mediascapes: New Patterns in Canadian Communication.*** Edited by Paul Attallah and Leslie Regan Shade. 2nd edition. Toronto: Thomson Nelson, 2006.

[St. Michael's 2nd Floor – P92 .C3 M46 2006]

With the help of current and relevant case studies, *Mediascapes* provides a comprehensive introduction to communication, media, and popular culture in Canada. Covering such issues as privacy, copyright, and globalization, each chapter is penned by an expert in the respective field and contextualized with a brief introduction from the editors.

***Mass Communication in Canada.*** By Rowland Lorimer, Mike Gasher, and David Skinner. 6th edition. Don Mills, ON: Oxford University Press, 2008.

[St. Michael's 2nd Floor – P92 .C3 L67 2008]

Examining the past, present, and future of mass communication and its effects on Canadian society, this textbook covers such themes as media theories, law and policy, and globalization, and includes a helpful glossary of terms.

***Canadian Media Research Consortium.***

[Available online: [http://www.cmrcrm.ca/.](http://www.cmrcrm.ca/)]

A joint project of graduate programs in media, communication, and journalism at York, Ryerson, UBC, and Laval, the CMRC develops a range of collaborative research projects on current Canadian media issues.

## FILM

These are a few highlights from the Kelly Library's DVD collection. See <http://stmikes.utoronto.ca/kelly/documentaries/media.asp> for more DVDs related to *Media Studies*.

***The Edward R. Murrow Collection.*** Produced by Sam Roberts and Bernard Bimbaum. Docurama, 2005. 4 videodiscs (393 minutes).

[St. Michael's 1st Floor Audiovisual Area – PN4784 .B75 E39 2005 DVD]

***News War.*** Executive produced by David Fanning. WGBH Educational Foundation, 2007. 2 videodiscs (257 minutes).

[St. Michael's 1st Floor Audiovisual Area – PN4735 .N497 2007 DVD]

***Symbiopsychotaxiplasm: Two Takes.*** Directed by William Greaves. Janus Films, 2006. 2 videodiscs (174 minutes).

[St. Michael's 1st Floor Audiovisual Area – PN1997 .S957 2006 DVD]

## FINDING JOURNAL ARTICLES

To find articles in scholarly journals, magazines, newspapers, anthologies, collections and conference proceedings, the best place to go is an article database. To find articles related to your subject area, go to [www.library.utoronto.ca/](http://www.library.utoronto.ca/) and under the *Subjects A to Z* tab, scroll down to your subject area—i.e. *Communication and Mass Media*—and click GO. You'll find a list of online databases containing relevant articles, as well as other online resources such as encyclopedias, dictionaries and other reference sources.

### ***Print Measurement Bureau.***

[Available online for UofT use: <http://www.library.utoronto.ca/>]

Provides data on Canadian print readership, media exposure, product usage, and lifestyles.

### ***Film Literature Index (FLI).***

[Available online for UofT use: <http://www.library.utoronto.ca/>]

An index of 150 film and television periodicals—both scholarly and popular—from 30 countries, along with selections from 200 other periodicals.

### ***FIAF International Film Archive Database.***

[Available online for UofT use: <http://www.library.utoronto.ca/>]

Compiles a number of film and television indexes, which can be searched individually or simultaneously.

## SCHOLARLY JOURNALS

These are just a few of the many online journals publishing media and cultural analysis for a diverse readership that includes scholars, teachers, students, and media professionals.

### ***Convergence.***

[Available online for UofT use: <http://www.library.utoronto.ca/>]

### ***Jump Cut: A Review of Contemporary Media.***

[Available online: <http://www.ejumpcut.org/>.]

### ***MedieKultur.***

[Available online: <http://ojs.statsbiblioteket.dk/index.php/mediekultur>.]

Some of these articles are in English; others are in Danish.



## GUIDES TO QUALITATIVE RESEARCH

These books cover the theory and technique behind the qualitative research process, offering guidance on such topics as: developing research questions, interviewing, writing field notes, and coding data; plenty of exercises and examples are also included. Though they are perhaps geared more towards graduate students, they can also be quite useful in scoping out research topics.

***Communication Research Measures: A Sourcebook.*** Edited by Rebecca B. Rubin, Philip Palmgreen, and Howard E. Sypher. New York: Guilford Press, 1994.  
[Robarts – P91.3 .C62 1994]

***Qualitative Communication Research Methods.*** By Thomas R. Lindlof and Bryan C. Taylor. Thousand Oaks, CA: Sage, 2002. 2nd edition.  
[Robarts – P91.3 .L56 2002X]

***Routledge Handbook of Applied Communication Research.*** Edited by Lawrence R. Frey and Kenneth N. Cissna. New York: Routledge, 2009.  
[Robarts – P91.3 .R68 2009X]

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