

# New Media: A Critical Introduction

By Martin Lister, Jon Dovey, Seth Giddings, Iain Grant, Kieran Kelly

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*New Media: A Critical Introduction* is a comprehensive introduction to the culture, history, technologies and theories of new media. Written especially for students, the book considers the ways in which 'new media' really are new, assesses the claims that a media and technological revolution has taken place and formulates new ways for media studies to respond to new technologies.

The authors introduce a wide variety of topics including: how to define the characteristics of new media; social and political uses of new media and new communications; new media technologies, politics and globalization; everyday life and new media; theories of interactivity, simulation, the new media economy; cybernetics, cyberculture, the history of automata and artificial life.

Substantially updated from the first edition to cover recent theoretical developments, approaches and significant technological developments, this is the best and by far the most comprehensive textbook available on this exciting and expanding subject.

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### Review

**'This second edition of *New Media: A Critical Introduction* builds on the strengths of the first edition to improve and update one of the best textbooks in the field. The authors have provided a wealth of new material, resulting in a very detailed and illuminating overview of many important new trends emerging from the intersections of culture and technology.'** – *Jamie Sexton, Aberystwyth University, UK*

**'Far more than simply an upgrade or update, this second edition continues its predecessor's finely-honed critical engagement with the most significant current debates about the new media, both within and outside academia. This should be required reading for anyone interested in this all-important, but much-mythologised, subject.'** – *Julian Petley, Brunel University, UK*

**'I think there is little doubt that this is an important book... Because of their different backgrounds, the authors are able to provide a wealth of examples, quotes, references etc. which help to make the book a veritable treasure trove of materials.'** – *PoV*

**'Firstly, the book does very well what it defines as its purpose - to introduce, critically, its area of concern. To this end it is certainly comprehensive. Very little is left uncovered in the careful negotiation of the issue of what we mean by 'new'. Secondly, it takes its subject matter very seriously and manages to offer readers a clear engaging journey through such areas as 'economics and networked media culture' and 'the technological shaping of everyday life'... Thirdly, it strikes the right balance between detail and moving on so a lot is covered but there is enough depth for students to get enough from this as a 'core text' without needing to endlessly chase references to get to the heart of each area... This second edition certainly addresses these challenges head on with critical precision and balance.'** – *The Higher Education Academy*

### About the Author

**Jon Dovey, Seth Giddings, Kieran Kelly and Martin Lister** are members of the Department of Culture, Media and Drama, in the Faculty of Creative Arts and **Iain Grant** is Head of Field in Philosophy, in the Faculty of Social Sciences and Humanities, all at the University of the West of England, Bristol

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#### Edward Rideout:

This New Media: A Critical Introduction is great guide for you because the content and that is full of information for you who have always deal with world and also have to make decision every minute. That book reveal it info accurately using great plan word or we can declare no rambling sentences inside it. So if you are read the item hurriedly you can have whole info in it. Doesn't mean it only provides you with straight forward sentences but hard core information with beautiful delivering sentences. Having New Media: A Critical Introduction in your hand like obtaining the world in your arm, data in it is not ridiculous just one. We can say that no publication that offer you world with ten or fifteen tiny right but this e-book already do

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