

How to Do Media and Cultural Studies

By Jane Stokes

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Editorial Review

Review
Extensive, well-structured, and eloquently written, the second edition of Jane Stokes' *How to Do Media and Cultural Studies* is an indispensable introduction to the theories, practices, and methods of media and cultural analysis. Students wanting to attain an understanding of how to present their work and how they might come to know and do media and cultural studies must read this book.
John Armitage
Professor of Media, Northumbria University

This no nonsense, up-to-the-moment text cuts-to the-chase about how to conduct a research study. Jane Stokes effortlessly and expertly takes the reader by the hand and walks them through the principles, methods and practices of executing 'good' media and cultural studies. If any book can relieve anxieties about actually doing research this is it. Accessible, informed, incredibly useful.
Professor Simon Cottle
School of Journalism, Media and Cultural Studies, Cardiff University

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This is the best book available for students facing up to the challenge of writing a dissertation about media and communication. Jane Stokes introduces a wide range of methods for researching audiences, industries and texts, and guides the student through detailed discussion of well-chosen case studies and examples.
Graham Meikle
University of Stirling

About the Author
Jane’s interest in the media can be traced back to her days working on the student television station while studying English Literature at Sussex University. She has an MA in Film and Television Studies from the University of Westminster where Jane began teaching Media Studies in 1984. She moved to Los Angeles in 1989 to study for a PhD in Communication Theory and Research at the Annenberg School of Communication, USC. Jane has made research methods a teaching specialism, blending American and European approaches to communication, media and cultural studies. Jane has taught at the University of Kent at Canterbury, London South Bank University and London Metropolitan University; she is currently Senior Lecturer in Media Studies at the University of East London.

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