MEDIA AND COMMUNICATION SECOND EDITION PADDY SCANNELL



สำนักหอสมุด มหาวิทยาลัยเชียงไหม่

Dfbb 2,808.-

· 6 166 218/6 012556572 1 226/1460

MEDIA AND COMMUNICATION SECOND EDITION PADDY SCANNELL



2365 8.6 0



Los Angeles | London | New Delhi Singapore | Washington DC | Melbourne

Contents

Acknowledgements		viii
Pre	face to the Second Edition	Х
Int	roduction	1
Part I The masses		7
I U.		1
1	Mass communication: Lazarsfeld, Adorno, Merton, USA, 1930s and 1940s	9
2	Mass culture: Horkheimer, Adorno, Brecht, Benjamin, Germany/USA, 1930s and 1940s	31
3	The end of the masses: Merton, Lazarsfeld, Riesman, Katz, USA, 1940s and 1950s	65
Pa	rt II Everyday life	95
4	Culture and communication: Leavis, Hoggart, Williams, England, 1930s-1950s	97
5	Communication and technology: Innis, McLuhan, Canada, 1950s–1960s	128
6	Communication as interaction: Goffman and Garfinkel, USA, 1950s-1970s	151
Pa	rt III Communicative rationality and irrationality	177
7	Communication and language: Austin, Grice, Sacks,	170
0	Levinson, UK/USA, 1950s-1970s	179
	Communication as ideology: Hall, UK, 1960s and 1970s	208
9	Communication and publicness: Habermas, Germany (USA/UK), 1950s-1990s	243
10	Communication and celebration: Dayan (France) and Katz (Israel), 1990s	270
Conclusion Afterword (2020)		291 326
Index		338