



The Circuit of Mass Communication: Media Strategies, Representation and Audience Reception in the AIDS Crisis

David Miller, Jenny Kitzinger, Peter Beharrell

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This book moves beyond the narrow focus of much of the work on media and cultural studies to examine the whole process of interaction between the media and the social world. Rejecting approaches which focus only on ownership or discourse or audience reception, this new book from the Glasgow Media Group, examines: promotional strategies; media production; representation and audience responses; as well as broader impacts on policy, culture and society.

Using a detailed analysis of the struggle over representation during the AIDS crisis as point of departure, **The Circuit of Mass Communication** reveals the power of the media to influence public opinion, and the complex interaction between media coverage, audience response and contemporary power relations. Based on extensive empirical research, this book offers a range of challenging insights on media power, active audiences and moral panics.

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