## Suggested Readings

* Marshall McLuhan, *Understanding Media: The Extensions of Man* (New York: McGraw-Hill, 1964): the original work on how the media shape how we perceive the world.
* Joshua Meyrowitz, *No Sense of Place* (New York: Oxford University Press, 1985): an examination of how television through its very existence changes the world we live in.
* Arthur Asa Berger, *Media Analysis Techniques*, 3rd ed. (Thousand Oaks, CA: Sage 2005): an excellent and readable summary of different approaches to studying the mass media.
* Dennis McQuail, *McQuail’s Mass Communication Theory*, 5th ed. (London: Sage, 2005): This is a huge, comprehensive look at mass communication theory and was one of my primary references for this chapter. This title is one for you, not for your students, most likely.
* All of the Chapter 2 links posted to my RalphEHanson.com blog  
  <http://www.ralphehanson.com/category/chapter-2/page/5/>