

Media and Communication

Paddy Scannell



Los Angeles • London • New Delhi • Singapore

Contents

Acknowledgements	vii
Introduction •	1
Part I The masses	7
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	63
Part II Everyday life	91
4 Culture and communication: Leavis, Hoggart, Williams, England, 1930s-1950s	93
5 Communication and technology: Innis, McLuhan, Canada, 1950s-1960s	123
6 Communication as interaction: Goffman and Garfinkel, USA, 1950s-1970s	145
Part III Communicative rationality and irrationality	169
7 Communication and language: Austin, Grice, Sacks, Levinson, UK/USA, 1950s-1970s	171
8 Communication as ideology: Hall, UK, 1960s and 1970s	198

9	Communication and Publicness: Habermas, Germany (USA/UK), 1950s-1990s	233
	Conclusion	260
	Index	294