

TRANSFORMING COMMUNICATIONS — STUDIES IN CROSS-MEDIA RESEARCH

**editors**

Caja Thimm

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# MEDIA LOGIC(S) REVISITED

Modelling the  
Interplay between  
Media Institutions,  
Media Technology  
and Societal Change



**Transforming Communications – Studies  
in Cross-Media Research**

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We live in times that are characterised by a multiplicity of media: Traditional media like television, radio and newspapers remain important, but have all undergone fundamental change in the wake of digitalization.

New media have been emerging with an increasing speed: Internet platforms, mobile media and the many different software-based communication media we are recently confronted with as 'apps'. This process is experiencing yet another boost from the ongoing and increasingly fast sequence of technological media innovations. In our modern social world, communication processes take place across a variety of media. As a consequence, we can no longer explain the influences of media by focusing on any one single medium, its content and possible effects. In order to explain how media changes are related to transformations in culture and society we have to take into account the cross-media character of communications.

In view of this, the book series 'Transforming Communications' is dedicated to cross-media communication research. It aims to support all kinds of research that are interested in processes of communication taking place across different kinds of media and that subsequently make media's transformative potential accessible. With this profile, the series addresses a wide range of different areas of study: media production, representation and appropriation as well as media technologies and their use, all from a current as well as a historical perspective. The series 'Transforming Communications' lends itself to different kinds of publication within a wide range of theoretical and methodological backgrounds. The idea is to stimulate academic engagement in cross-media issues by supporting the publication of rigorous scholarly work, text books, and thematically-focused volumes, whether theoretically or empirically oriented.

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Caja Thimm · Mario Anastasiadis  
Jessica Einspänner-Pflock  
Editors

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and Societal Change

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This volume provides new approaches to the concept of media logics – developed by Altheide and Snow – by drawing on theoretical and empirical perspectives from international scientists working in the field of communications, media, political science, and sociology. In an increasingly digitized and globalized world, powerful media structures and technologies influence our daily lives in many respects. It is not only mass media but ‘poly media channels’ that become more and more contextualized in everyday lives. Therefore, it is necessary to revisit the theory of media logics, which focuses on the strong intercorrelation of media technologies, media institutions and media power. *Media Logic(s) Revisited* attends to this by critically reflecting on the idea of media logic, a much needed input in light of current developments and strong cultural embedding of media in various social contexts.

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