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The persistence of mass communication as a process and the continued relevance of much of the accumulated theory and research stem, even so, from continuity in the kind and direction of dominant social forces, especially those that fall under the

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Denis McQuail is Emeritus Professor of Mass Communication at the University of Amsterdam. He is the author of a number of seminal works in the field, including *Media Performance*, (1992), and *Audience Analysis*, (1997).

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McQuail's Mass Communication Theory. The Fifth Edition takes full account of recent theory and research, particularly in relation to new media, globalization and topics related to cultural

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Denis McQuail, the British social scientist and foundational theorist in mass communication both through his scholarship and his hugely influential textbook McQuail's Mass Communication Theory, died on June 25. He was 82 years old.

McQuail's Mass Communication Theory: 9781849202923 ...

Denis McQuail (12 April 1935, London – 25 June 2017) was a British communication theorist, Emeritus Professor at the University of Amsterdam, considered one of the most influential scholars in the field of mass communication studies.

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McQuail's Mass Communication Theory is a very (very) comprehensive text for mass communication studies. It contains a great deal of information on mass comm theory, most of which is clear and concise. American students may need to be aware, however, of the differences in British language patterns. Those take some getting used to.

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About the author (2010) Denis McQuail is emeritus professor of communication at the University of Amsterdam and visiting professor in the Department of Politics, University of Southampton. His books include Audience Analysis (1997) and McQuail's Mass Communication Theory (5th ed. 2005), a comprehensive introduction to the field...

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