

Media studies needs to engage own theoretical base and methodology to dissect and critique the current system of culture, society , politics and media. It is necessary to interrogate the press, system of broadcasting and Internet to trace the role of multiple media in contemporary society and to embrace a concept of alternative media.

Media literacy and pedagogy should teach how to read and critically dissect newspapers, TV, radio, the Internet and other media of news and information to enable students to become active and engaged democratic citizens.

While early cultural studies by the Birmingham school included a focus on critically reading newspapers, TV news and information programs, and the image of politics, much cultural studies of the past decades has focused on media entertainment, consumption, and audience response to specific media programs. New communication technology enables new social and organizational configurations. A comprehensive cultural studies will interrogate news and entertainment, journalism and consumption, and include media studies as well as textual studies and audience reception studies.

There are different relationships between the mass communication and the system of social value and social differences that organise power in contemporary society. Mass communication cannot be studied apart from the other institutions and the other dimensions of social life – each is shaping and defining the other. Media and marketing communication can only be understood in relation to their context – institutional, economic, social, cultural, and historic.