

Museum, Media, Message

Collecting together a group of talented writers, Museum, Media, Message considers, in depth, the most up-to-date approaches to museum communication including: museums as media; museums and audience; and the evaluation of museums. Addressing the need for museums to develop better knowledge of visitor experience, this volume introduces a broad range of issues, and presents the ultimate how, why and who of museum communication. Museum, Media, Message combines philosophical discussion, practical examples and case studies and examines museum communication in three sections: - analyzing how museums and galleries construct and transmit complex systems of value through processes of collection and exhibition - raising philosophical and management issues and exploration of work with specific audiences - introducing methods for studying the audiences' experiences of communication events in museums. Perfect for people who want to develop a more critical and informed professional museum practice, and for students looking to enhance their skills of analysis and reflection, this book is of value to anyone interested in the current debates and issues of this new and growing field.

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