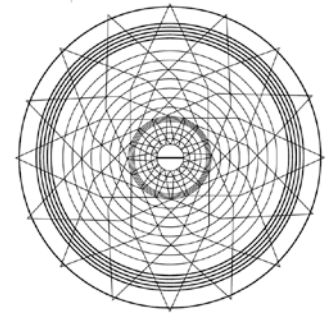


[Academic Life]

Mylonas Y.

*In memoriam: Professor Denis McQuail (1935-2017),
a pioneer of communication science*



IN MEMORIAM: PROFESSOR DENIS MCQUAIL (1935-2017), A PIONEER OF COMMUNICATION SCIENCE

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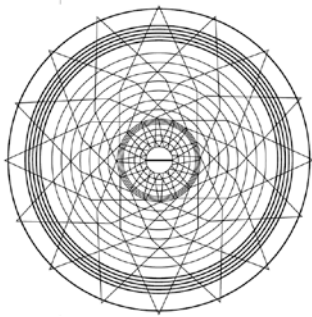
The late British Professor Denis McQuail was a key media and communications theorist, whose work has been highly influential to students and scholars of media across the world. As the media scholar Peter Golding, in his tribute note on behalf of the European Communication Research and Education Association (ECREA), wrote, Denis McQuail was indeed a 'founding father' figure for media and communication studies, whose impact in the field cannot be stressed enough.

Denis McQuail studied history and social sciences before becoming a specialist in media studies. He then taught sociology in Leeds to be followed by obtaining a full professorship in communication studies at the University of Amsterdam from 1977 up until his early retirement in 1997. After that, he continued to work as a visiting professor, based in his home in Southampton, UK. Throughout his life, Denis McQuail was an active scholar, and teacher, continually developing media and communications theory, participating in various teach and research activities (such as the ECREA Summer School for Ph.D. scholars, where myself had the opportunity to meet McQuail and receive comments on my Ph.D. thesis presentation), and publishing on the field of media and communications.

McQuail's work on media and communications started during the 1960's in Britain. Influenced by the time's innovating work in British cultural studies, as developed by Raymond Williams and Richard Hoggard, McQuail's initial studies of the media were concerned with the cultural and political impact of television. McQuail then has begun to set the foundations of a science of communications, pursuing a sociological understanding of mass communications. In his own reflecting words:

'As "communication science" developed, a more formal definition of the concept of mass communication emerged that was not based on untested impressions, the claims of publicists or social philosophy, but on objective characteristics of media that could be specified and put to the test' (McQuail, 2010: 638).

His works 'Towards a Sociology of Mass Communications' (1969) and 'Sociology of Mass Communications' (1972), constituted him a pioneer in the emerging scientific field of media and communications. About a decade later, his seminal text 'Mass communication theory' became the most widely used textbook in media and



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communication science across the world, translated into 22 languages. First published in 1983 with the title 'Mass communication theory – an introduction' (245 pages), the book was later (in 2006) republished in a revised edition (of 621 pages), under the developed title 'McQuail's Mass Communication Theory', which is now in its 6th edition. In this book, McQuail summarizes and comprises the entire history of media and communication studies, by outlining and explaining all theoretical positions, arguments, and advances in media and communication studies and research. Further titles of McQuail's published work include 'Media Performance: Mass Communication and the Public Interest' (1992), 'Communication Models for the Study of Mass Communications' (1995) (a book co-authored with Sven Windahl), 'Audience analysis' (1997), and 'Journalism and society' (2013), among others.

The significant contribution of Denis McQuail is undoubtedly the production of highly advanced textbooks that summarize in a coherent and elaborate manner the key points and trends of media and communication science, focusing on mass communications in particular. This way, McQuail frames the key angles for the scientific approach to the media, taking into consideration the history of communication research along the rise of mass communications, taking into account normative questions regarding the ways to understand and to study the media and mass communications, and foregrounding structural issues with regards to media policy and the work of media as industries, issues of content production, issues of audience reception of media content and media effects, the study of public opinion making, or, the technological advances in the media world and what this means for the future of mass communications. Mass communications, for McQuail, concern a historically developed condition related to geopolitical and economic, as well as cultural questions - besides mere technological ones - reflecting the characteristics and tensions of modernity itself, the industrial mode of production, the modern political systems and the modes of life and social relations that modernity entails, along with modernity's advance across the world.

Undoubtedly, McQuail's contribution to the development of mass communication theory is timely and invaluable for all that are scientifically engaging with the field of media.

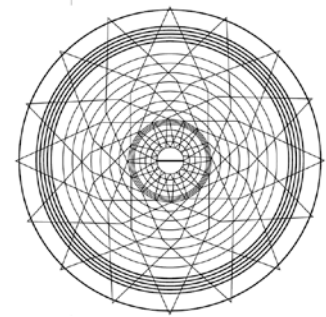
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ПАМЯТИ ПРОФЕССОРА ДЕННИСА МАККУЭЙЛА (1935-2017): ПЕРВОПРОХОДЦА НАУКИ О КОММУНИКАЦИЯХ

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Аннотация:

Профессор Деннис Маккуэйл был ключевой фигурой, чьи работы повлияли на студентов и исследователей направления медиа по всему миру. Как писал Петер Голдинг в своем обращении к Европейской Ассоциации Исследований Коммуникации и Образования (European Communication Research and Education Association - ECREA), Деннис Маккуэйл был поистине одним и отцов-основателей науки о коммуникациях, и его влияние неоспоримо.

Деннис Маккуэйл изучал историю и социальные науки до того, как перейти в поле исследований медиа. Он преподавал социологию в Университете Лидса, чтобы затем получить пост профессора исследований коммуникации в Университете Амстердама с 1977 года до своего раннего выхода на пенсию в 1997 году. После этого он продолжил свою работу в качестве приглашенного профессора. Всю свою жизнь Деннис Маккуэйл был активным исследователем, ученым и учителем, постоянно развивая теорию коммуникаций и участвуя в разных образовательных и научных мероприятиях (таких как летняя школа для аспирантов при ECREA).

Работа Денниса Маккуэйла "Теория массовой коммуникации" стала одной из самых востребованных книг в этой области знаний - она была переведена на 22 языка. В 2016 году работа была переиздана уже в расширенном виде и под заголовком "Теория массовой коммуникации Маккуэйла".

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