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He is an Honorary Doctor of the University of Gent. He has published widely in the field of media and communication, with particular reference to audience research, media policy and performance, and political communication. His most recent book publication is McQuail's Media and Mass Communication Theory, 7th edition.,

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SAGE, 2020, co-authored by Mark
Deuze.

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greater detail the mass communication
concept. Specifically, it talks about the

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significance of mass media and how it affects the individual and society rather than focusing on the definitions of the models in general.

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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...

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Published on July 6, 2017 by Michael Todd. 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

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years old. A condolence message from Janet Wasko, president of the International Association for Media and Communication Research, notes that he died peacefully – and mentally active.

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