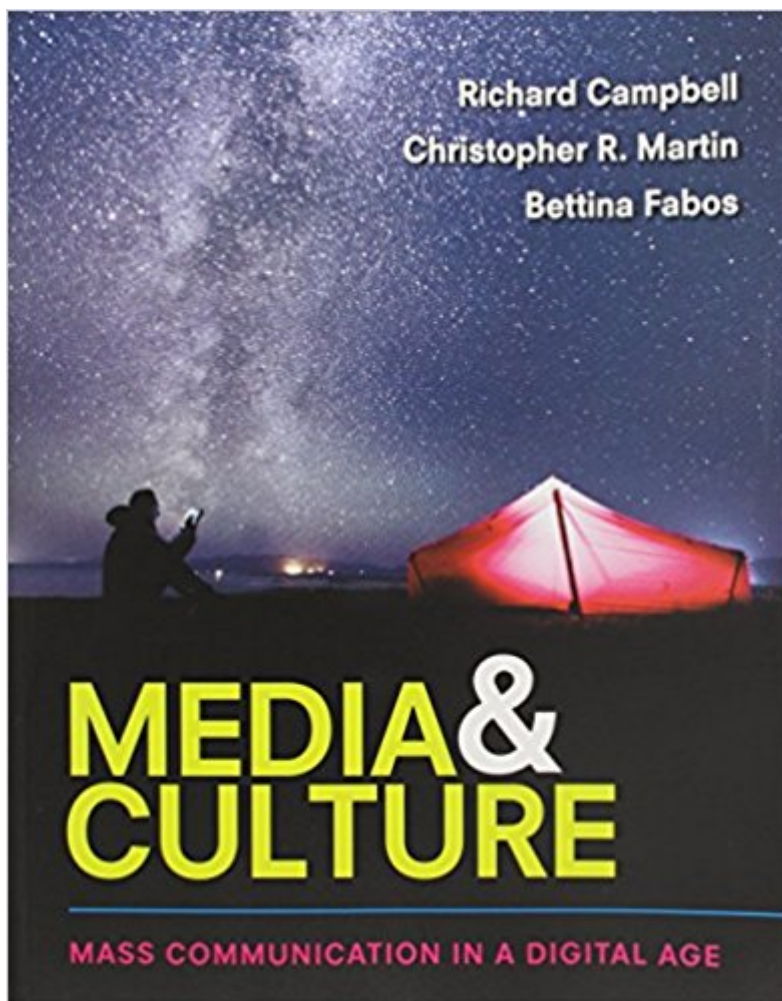


The book was found

Media & Culture: An Introduction To Mass Communication



Synopsis

While we all use digital technology daily, many of us don't realize how text, audio, and visual media converge together to enhance our everyday experiences. The new edition of *Media & Culture: Mass Communication in a Digital Age* enriches students' understanding of these experiences — a skill that has become more important than ever. *Media & Culture* starts with the digital world students know and then goes further, focusing on what these constant changes mean to them. Through new infographics, cross-reference pages, and a digital jobs feature, the book explains and illustrates how the media industries connect, interlock, and converge, *Media & Culture* brings together industry expertise, media history, and current trends for an engaging, exhilarating look at the media right now.

Book Information

Paperback: 656 pages

Publisher: Bedford/St. Martin's; 11 edition (January 5, 2017)

Language: English

ISBN-10: 1319058515

ISBN-13: 978-1319058517

Product Dimensions: 8.5 x 0.8 x 10.9 inches

Shipping Weight: 3 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars 1 customer review

Best Sellers Rank: #1,852 in Books (See Top 100 in Books) #5 in Books > Textbooks >

Communication & Journalism > Communications #8 in Books > Reference > Words, Language &

Grammar > Communication #8 in Books > Politics & Social Sciences > Social Sciences >

Communication & Media Studies

Customer Reviews

Richard Campbell, Chair of the Department of Media, Journalism and Film at Miami University, is the author of "60 Minutes" and the News: A Mythology for Middle America (1991) and coauthor of *Cracked Coverage: Television News, the Anti-Cocaine Crusade, and the Reagan Legacy* (1994). Campbell has written for numerous publications, including *Columbia Journalism Review*, *Journal of Communication*, and *Media Studies Journal*, and he is on the editorial boards of *Critical Studies in Mass Communication* and *Television Quarterly*. He also serves on the board of directors for Cincinnati Public Radio. He holds a Ph.D. from Northwestern University and has also taught at the University of Wisconsin Milwaukee, Mount Mary College, the University of Michigan, and Middle

Tennessee State University.

I purchased this book for a media class. I found it to be a good resource.

[Download to continue reading...](#)

Media/Impact: An Introduction to Mass Media (Cengage Series in Communication Arts)
Communication, Media, and Identity: A Christian Theory of Communication (Communication, Culture, and Religion) Mass Media Law: Mass Media Law Looseleaf Introduction to Mass Communication: Media Literacy and Culture Media & Culture: An Introduction to Mass Communication Introduction to Mass Communication: Media Literacy and Culture Updated Edition Introduction to Mass Communication: Media Literacy and Culture Mass Communication: Living in a Media World (Media and Public Opinion), 4th Edition How Social Media is Changing Sports: Its a Whole New Ballgame (The Hampton Press Communication Series (Mass Communication and Journalism)) Social Media: Master Social Media Marketing - Facebook, Twitter, Youtube & Instagram (Social Media, Social Media Marketing, Facebook, Twitter, Youtube, Instagram, Pinterest) Media & Culture: Mass Communication in a Digital Age Media & Culture 2016 Update: Mass Communication in a Digital Age Media/Impact: An Introduction to Mass Media Converging Media: A New Introduction to Mass Communication Communication and Communication Disorders: A Clinical Introduction (4th Edition) (Allyn & Bacon Communication Sciences and Disorders) Taking Sides: Clashing Views in Media and Society (Taking Sides : Clashing Views in Mass Media and Society) Photocommunication Across Media: Beginning Photography for Mass Media Professionals Media Effects Research: A Basic Overview (Mass Communication and Journalism) Media Today: Mass Communication in a Converging World Communications Law: Liberties, Restraints, and the Modern Media (Wadsworth Series in Mass Communication and Journalism)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)