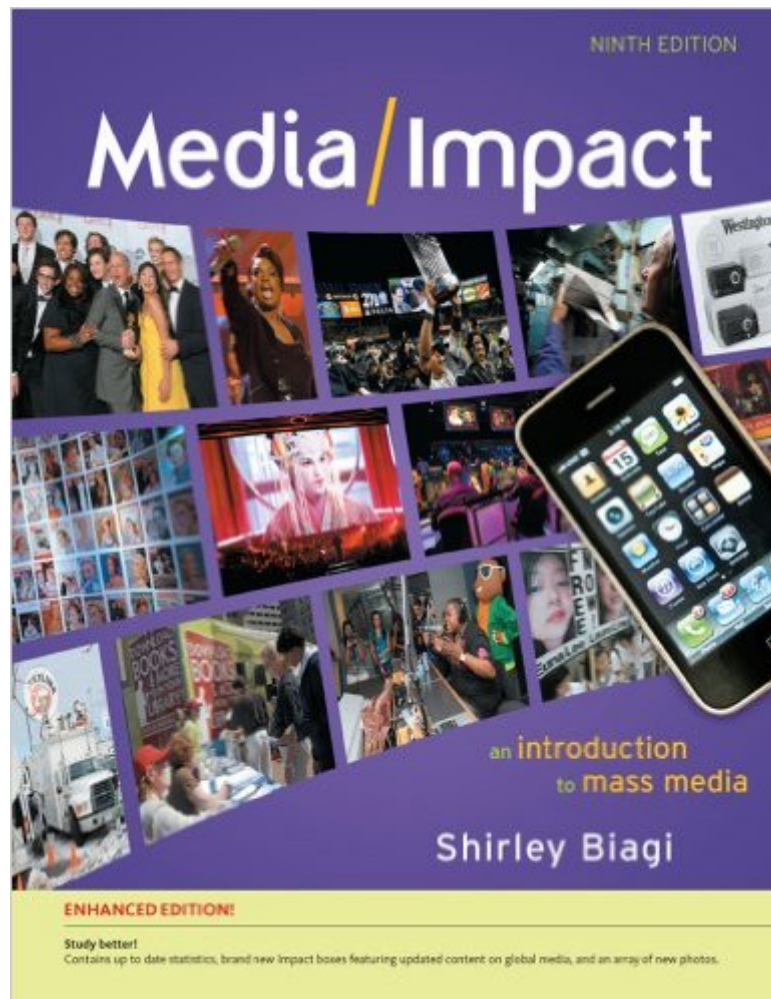


The book was found

Media/Impact: An Introduction To Mass Media, Enhanced



Synopsis

From media history to today's rapid-fire changes, MEDIA/IMPACT takes you on a tour of the events, people, and technologies that have shaped and are shaping the industry. Known for its engaging writing style, currency, and visual appeal, this book explores the converged mass media--its industries and support industries as well as the legal, ethical, social, global, and technological issues that accompany them. Emphasizing the impact of the media on individuals and society, the book illustrates that the media are foremost in the business of making money and shows you what it's like to work in each industry. Included are media literacy case studies, timelines, and an extensive online media careers guide.

Book Information

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Customer Reviews

I find the book readable and with interesting examples. The format is quite good with chapter summaries at the end of each chapter. These make for excellent student study guides. My only complain is that Biagi publishes too frequently and constantly pushes faculty and students into new, expensive books. The students complain and recently so has my dean.

The book it exactly what I was looking for. The book matched the description and it was an overall easy and pleasant purchase!

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