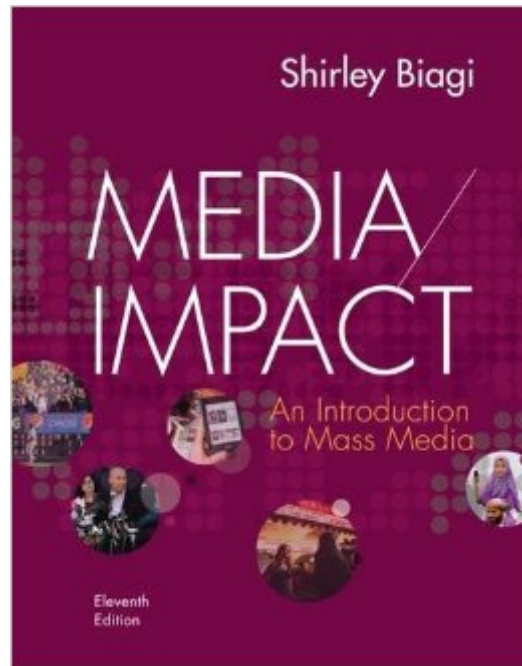


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Media/Impact: An Introduction To Mass Media



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From media history to today's rapid-fire changes, MEDIA/IMPACT takes you on a tour of the events, people, money, and technologies that have shaped the mass media industries. 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 these business face very day. The totally re-designed eleventh edition gives special emphasis to convergence--how the mass media industries are intersecting to deliver content and how audiences are adapting to the new mass media marketplace. You'll also gain an insider's look at what it's like to work in each industry.

Book Information

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