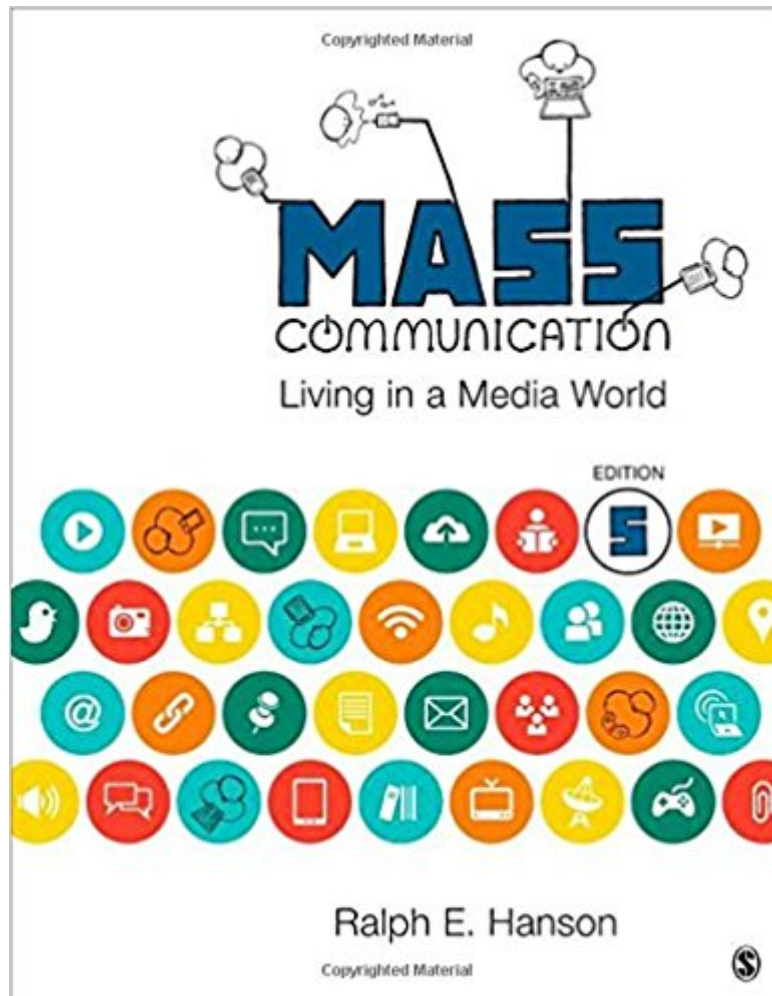




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Mass Communication: Living In A Media World



Synopsis

Skills to Succeed in Today's Media World

Designed to give students the media literacy principles and critical thinking skills they need to become smart consumers of the media, *Mass Communication: Living in the Media World* provides comprehensive yet concise coverage of all aspects of mass media, along with insightful analysis and fun, conversational writing. In every chapter, students will explore the latest developments and current events that are changing the face of media today. The newly revised four-color Fifth Edition introduces a new *Media Transformations* box feature that highlights dynamic changes to how we produce and consume media. Each *Media Transformations* box includes a new infographic that helps illustrate key issues and promotes data and media literacy. *Mass Communication* is an interactive learning experience where you'll explore the latest developments that are changing today's media world.

Book Information

Paperback: 480 pages

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Product Dimensions: 8.3 x 0.6 x 10.8 inches

Shipping Weight: 1.9 pounds (View shipping rates and policies)

Average Customer Review: 3.7 out of 5 stars See all reviews (15 customer reviews)

Best Sellers Rank: #29,224 in Books (See Top 100 in Books) #19 in Books > Textbooks > Communication & Journalism > Media Studies #41 in Books > Textbooks > Communication & Journalism > Communications #96 in Books > Reference > Words, Language & Grammar > Communication

Customer Reviews

I highly recommend passing on this book. While it is very up to date, unfortunately there is a lot of information that is useless or just wrong. The information is presented in a very unprofessional manner such as spending a page talking about how the author enjoys a specific channel on Twitch. The content is easy to read, but that is because it is very informal. You will likely come across a few names of key people and inventions that changed the communications world, but for the most part you will find nothing of value.

The formatting needs to be changed. There's no clear signifier of what's the main text and what's side material. Would be a thousand times better if they made this into an eTextbook and had exact copies of the pages from the physical textbook. Should also add hyperlinks to the outside media it constantly refers to.

I order this book used and was only left with one option to purchase. I had to order the book unbounded which I have done with other books in the past. While I don't care for the non bounded books due to they are easier to cause damage to because of the hole punch holes tear. Book came in n problem nicely wrapped no problem. I flipped through the pages as I was putting it in the binder. Then in the In the middle of my semester I have an assignment due for Chapter 11. A quiz grade no less. I go to completed my assignment and low and behold, I have no chapter 11. I am missing pages from 267-098. Thanks dude. You suck and this was a total dick move. Now what? I have learned my lesson to check for every single page before I begin the course. Geez now what?

By far one of the most interesting textbooks I've used for class. The book is well written and straight to the point but also includes an array of supporting examples and informations. The text includes many pictures/graphs/facts which I appreciate as a visual learner.

ordered this for a mass communications class, it was a great read. I actually enjoyed my class

Perfect condition. It came exactly as was stated in description! Plus I love the new cover.

Definitely worth the money! Renting was way cheaper here than on any other site.

Convenient, quality product... My new "go to" resource.

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