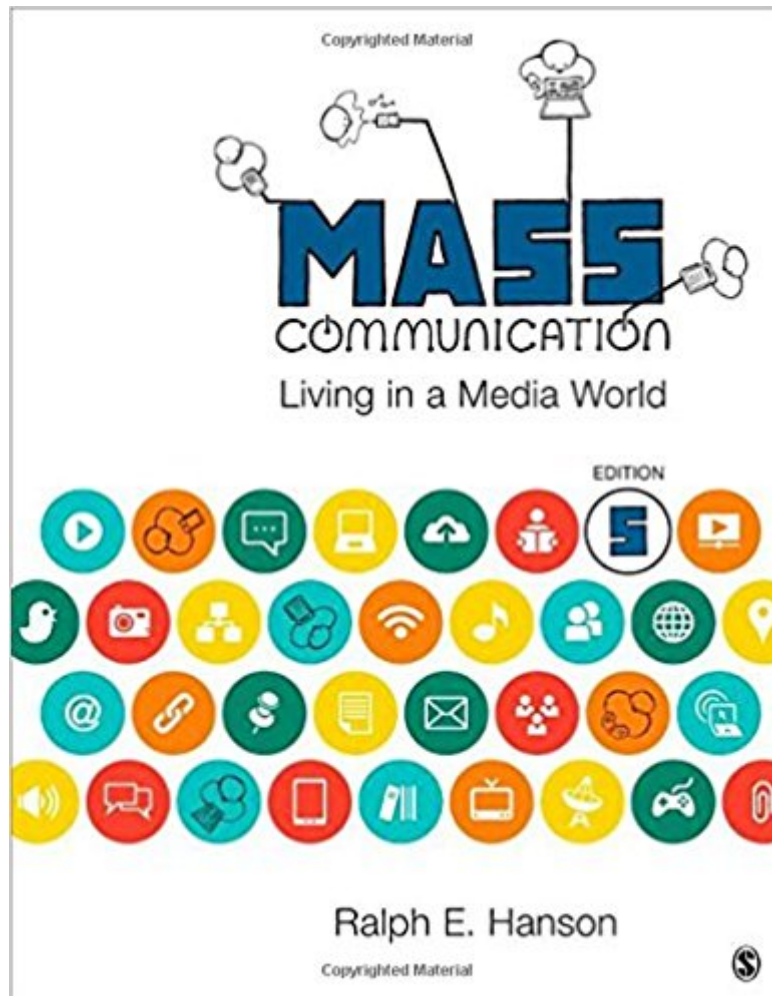




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Mass Communication: Living In A Media World



Synopsis

Skills to Succeed in Today's Media World is 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

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Customer Reviews

"Students seem to really enjoy the Hanson book. They like the fact that the book looks back and looks ahead - that it ties the history of the media and media professions to the future."--Jeff South
"The review questions and quizzes are very valuable to the students and a great help to them."--Richard F. Taflinger
"Excellent opening vignettes. Hanson does a good job of providing just the right amount of depth to his historical accounts to make them lively and interesting"--Philip A. Thompsen, Ph.D.

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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.

Great textbook. However, if they're so with it how come there isn't an ebook and/or audio version?

Book was packaged neatly. I rented the book and it was worth the money. Really helped me with my class. The textbook also came in fairly quickly. I was pleased.

Well done update of previous editions. Great for intro to mass comm for anyone just learning or interested.

very well written. I've learned a lot in my class, I love the layout of the content.

Very nice

This book was easy to read, but nothing too special.

good book for my class at a good price

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