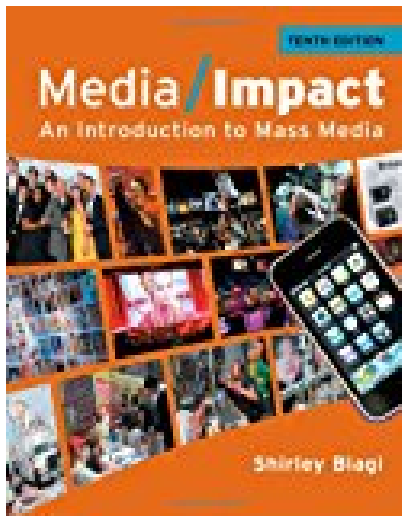


Media Impact An Introduction to Mass Media Wadsworth Series in Mass Communication and Journalism General Mass Communication



BOOK DETAILS

- Author : Shirley Biagi
- Pages : 464 Pages
- Publisher : Cengage Learning
- Language : English
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BOOK SYNOPSIS

Consistently praised for its engaging writing style, currency, and visual appeal, MEDIA/IMPACT focuses students on today's digital mass media industries and support businesses as well as the legal, ethical, social, global, and technological issues that these businesses face every 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. The author grounds her discussion in the business aspects of all the mass media industries, with concise histories of each industry plus an insider's look at what it's like to work in each business. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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