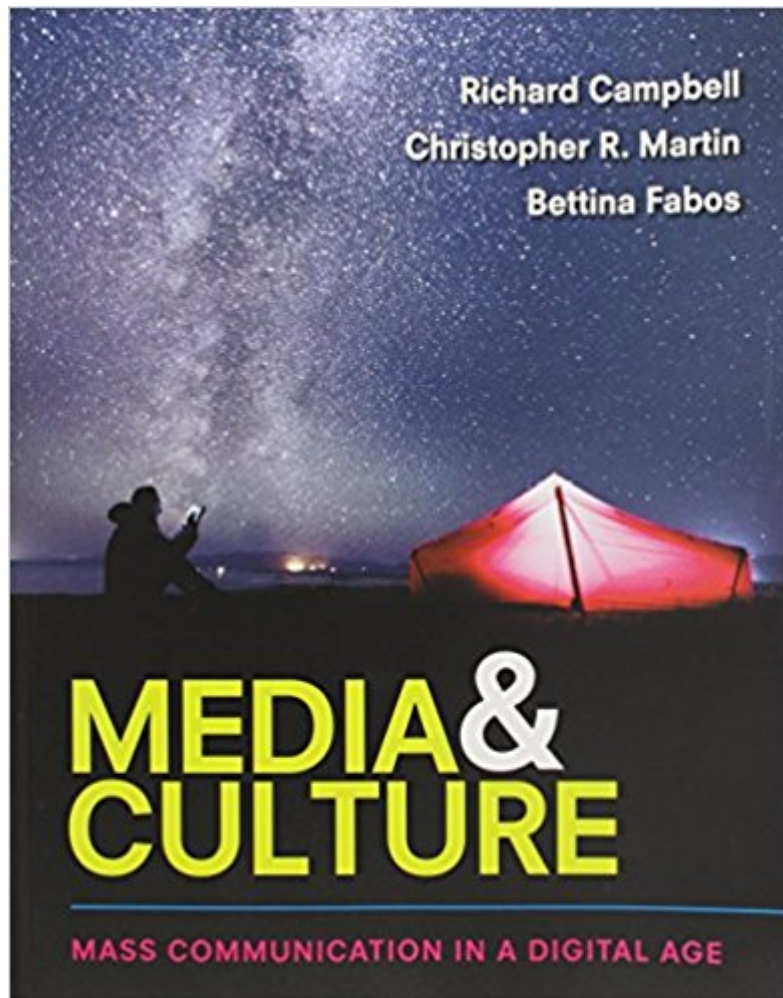




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Media & Culture: An Introduction To Mass Communication



Synopsis

While we all use digital technology daily, many of us don't realize how text, audio, and visual media converge together to enhance our everyday experiences. The new edition of *Media & Culture: Mass Communication in a Digital Age* enriches students' understanding of these experiences — a skill that has become more important than ever. *Media & Culture* starts with the digital world students know and then goes further, focusing on what these constant changes mean to them. Through new infographics, cross-reference pages, and a digital jobs feature, the book explains and illustrates how the media industries connect, interlock, and converge. *Media & Culture* brings together industry expertise, media history, and current trends for an engaging, exhilarating look at the media right now.

Book Information

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Customer Reviews

Richard Campbell, Chair of the Department of Media, Journalism and Film at Miami University, is the author of *"60 Minutes" and the News: A Mythology for Middle America* (1991) and coauthor of *Cracked Coverage: Television News, the Anti-Cocaine Crusade, and the Reagan Legacy* (1994). Campbell has written for numerous publications, including *Columbia Journalism Review*, *Journal of Communication*, and *Media Studies Journal*, and he is on the editorial boards of *Critical Studies in Mass Communication* and *Television Quarterly*. He also serves on the board of directors for Cincinnati Public Radio. He holds a Ph.D. from Northwestern University and has also taught at the University of Wisconsin Milwaukee, Mount Mary College, the University of Michigan, and Middle

Tennessee State University.

I purchased this book for a media class. I found it to be a good resource.

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