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Media Of Mass Communication, 2008 Update, The (8th Edition)



Synopsis

This up-to-date, reader-friendly presentation of the mass media helps instructors use the media to teach the media and explore its excitement, complexity, and impact on our lives. Widely praised for his ability to make learning interesting, Vivian's story-telling style excites students as they explore the ever-changing subject of mass communication and become media-literate consumers of the mass media. This edition retains the emphasis on the challenges of today's media while building on its extensive coverage of media history, effects, technology, and culture. The three part-organization-the media, media messages, and media issues-provides a framework for students to understand the big picture behind today's media issues.

Book Information

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Customer Reviews

Some key features with this edition include: Lively writing style, exciting magazine-style design, and emphasis on current and future challenges in media make this best-selling book appealing and interesting to today's reader. Boxed features provide readers with additional information about specialized topic areas: [Media Technology](#) boxes demystify the techno-changes rampant in today's media; [Media People](#) boxes profile key figures in media industries; [Media Databank](#) boxes display media facts and data; [Media Timeline](#) boxes place key media events in historical perspective; [Media Online](#) boxes provide URLs for related Web sites. Seven [Case Studies](#) found throughout the book look in depth at a relevant media issue and then invite

readers to analyze its impact. A full chapter on the newest mass medium—“The Internet” (Ch. 9)—helps readers to understand what it is, how it works, and what makes it possible. Two full chapters on the media’s effects, on the individual and on society, plus a full chapter on mass communication as a process show how the media bring their messages to the masses and help readers understand the role the media play in their everyday lives (Chs. 15-17). A full chapter, “Entertainment” in the Media Messages section explains how entertainment is an integral part of today’s mass messages conveyed through all the mass media (Ch. 13). “Evaluating Media” sections give readers concrete tips on how they can judge media companies and media content, both of which are at the core of media literacy. Two bonus chapters, Chapter 22 “Visual Messages” and Chapter 23 “Media and Political Systems,” are available electronically.

When introducing this book, my mass communications professor said, "I want to marry John Vivian". She said it's not because he's a good writer, good looking or because she knows anything about him. It's because there's a new edition of this book Every. Single. Year. And the changes are negligible. That aside, I thought the book was very informative, well-laid out and easy to understand. I'm really interested in media and journalism, so it was my thing, but some may not like the detail the text goes into. The historical example boxes were really interesting though. I kept my book after the class was over because I can use it later as a reference, but mostly because my edition is a year old and now outdated. I wouldn't get back even a fraction of what I paid for it.

The book is beautiful and I love how the content is presented. Now, if only I could check my procrastination and do my work, I might enjoy the associated class as much...The online book material is only accessible for a year after online registration, but the online chapters can be downloaded as PDF files...if you're buying the book from someone, make sure you get chapters 22 and 23 from them!!

Really good condition!!!!

Good book. I learned a lot about the evolution of media, from its onset with film and radio into television and modern movies.

It's a typical school book for intro Mass Communications. It has a lot of info, but it's not hard to

understand. Like any school book, I don't get super excited to read it.

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