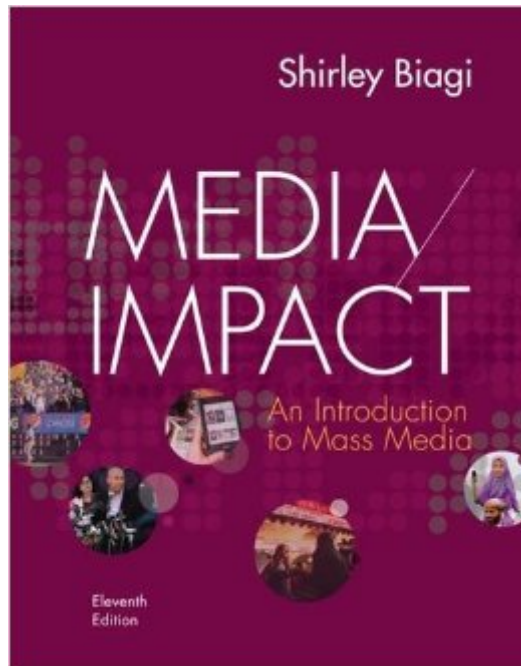


The book was found

Media/Impact: An Introduction To Mass Media



Synopsis

From media history to today's rapid-fire changes, MEDIA/IMPACT takes you on a tour of the events, people, money, and technologies that have shaped the mass media industries. Known for its engaging writing style, currency, and visual appeal, this book explores the converged mass media--its industries and support industries as well as the legal, ethical, social, global, and technological issues that these business face very 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. You'll also gain an insider's look at what it's like to work in each industry.

Book Information

Paperback: 448 pages

Publisher: Cengage Learning; 11 edition (January 1, 2014)

Language: English

ISBN-10: 1133311385

ISBN-13: 978-1133311386

Product Dimensions: 0.8 x 8.5 x 10.8 inches

Shipping Weight: 1.3 pounds (View shipping rates and policies)

Average Customer Review: 4.3 out of 5 stars Â Â See all reviews Â (15 customer reviews)

Best Sellers Rank: #72,155 in Books (See Top 100 in Books) #53 in Â Books > Business & Money > Industries > Media & Communications #114 in Â Books > Textbooks > Communication & Journalism > Communications #226 in Â Books > Reference > Words, Language & Grammar > Communication

Customer Reviews

For a college textbook it is truly intriguing and easy to read. One of the best textbooks i have used

Great book! Excellent for journalism classes

great quality and good rental, did not have any problems with this book

college books for daughter, doing the job as far as i know

School book. It serves its purpose. Written nicely.

Awesome price for college book

Best deal ever

easy to read and study and as always made renting a breeze

[Download to continue reading...](#)

Media/Impact: An Introduction to Mass Media (Cengage Series in Communication Arts)

Media/Impact: An Introduction to Mass Media, Enhanced Media/Impact: An Introduction to Mass Media Burn Chambers for Rocket Mass Heaters: A short introduction to 4 types of burns chambers for rocket mass heaters Mass Motorization and Mass Transit: An American History and Policy Analysis Mass Communication: Living in a Media World (Media and Public Opinion), 4th Edition Social Media: Master, Manipulate, and Dominate Social Media Marketing With Facebook, Twitter, YouTube, Instagram and LinkedIn (Social Media, Social Media ... Twitter, Youtube, Instagram, Pinterest) Social Media: Master Strategies For Social Media Marketing - Facebook, Instagram, Twitter, YouTube & LinkedIn (Social Media, Social Media Marketing, Facebook, ... Instagram, Internet Marketing Book 3) Introduction to Mass Communication: Media Literacy and Culture Updated Edition Mass Media Research: An Introduction Privacy and Publicity: Modern Architecture as Mass Media Writing for the Mass Media (6th Edition) Mass Media Law Media Today: Mass Communication in a Converging World Mass Media Research Communications Law: Liberties, Restraints, and the Modern Media (Wadsworth Series in Mass Communication and Journalism) Media Effects Research: A Basic Overview (Mass Communication and Journalism) Social Media: Dominating Strategies for Social Media Marketing with Twitter, Facebook, Youtube, LinkedIn and Instagram: Social Media, Network Marketing, Book 1 Social Media: Strategies To Mastering Your Brand- Facebook, Instagram, Twitter and Snapchat (Social Media, Social Media Marketing) Social Media: Dominating Strategies for Social Media Marketing with Twitter, Facebook, Youtube, LinkedIn and Instagram (social media, instagram, twitter, ... marketing, youtube, twitter advertising)

[Dmca](#)