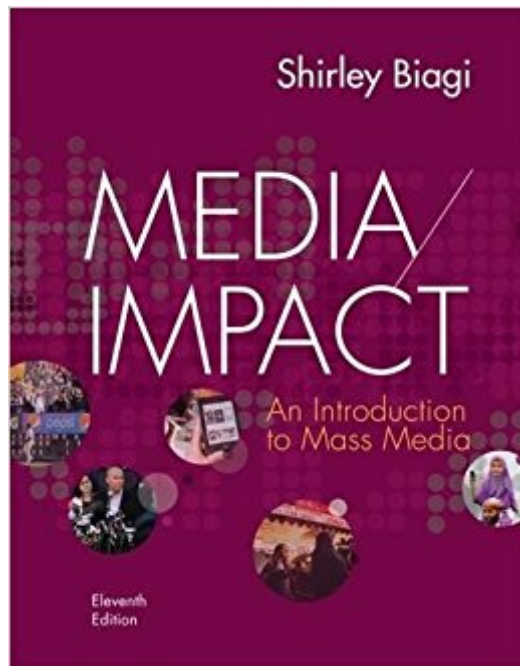


The book was found

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: Wadsworth Publishing; 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 40 customer reviews

Best Sellers Rank: #20,942 in Books (See Top 100 in Books) #17 in [Books > Business & Money > Industries > Media & Communications](#) #115 in [Books > Textbooks > Communication & Journalism > Communications](#) #152 in [Books > Reference > Words, Language & Grammar > Communication](#)

Customer Reviews

"This book is complete and current, beautifully well designed, easy for students to use, and [easy] to teach from."

Shirley Biagi is a professor in the Department of Communication Studies at California State University, Sacramento. Her bestselling text, MEDIA/IMPACT: AN INTRODUCTION TO MASS MEDIA, is also published in Canadian, Greek, Spanish, and Korean editions. Biagi has authored several other Wadsworth Communication texts, including MEDIA/READER: PERSPECTIVES ON MASS MEDIA INDUSTRIES, EFFECTS AND ISSUES and INTERVIEWS THAT WORK: A PRACTICAL GUIDE FOR JOURNALISTS. Along with Marilyn Kern-Foxworth, she is co-author of

FACING DIFFERENCE: RACE, GENDER AND MASS MEDIA.

This was my first time renting a book. Needed this book for my class for Spring 2017 semester. Instead of purchasing the book at my school's bookstore or buying the book altogether, renting was a great option for me because it was cheaper and I have no need for it since the class is finished. The book I received was brand new, which was a bonus. I already shipped it back and the process was simple.

Concise and clear-- good history of media and is a good read.

Bought this for my Mass Communications course. It's pricey, but even more pricey at my college bookstore. Compared to other books for similar courses, this one is a less painful read. It's written in a more conversational tone and is much easier to digest. It has graphs and charts that are helpful for remembering key concepts, vocab/key point definitions, as well as a timeline before each section and a summary/bullet-list after each section. It's also chocked full of color photos. Overall I gave it a 4/5 because while it's a good, useful book that sucks less than some of its counterparts, I feel like they could have dramatically cut the cost by pulling out some of those color photos. I don't really need a picture of a box-office hit or someone using an Ipad... I DO really need the \$110 I dropped for the book.

Rented this book for a class for my Bachelor's. It was surprisingly a great read.

Very informative and helpful in taking a Mass Comm class.

Used this for summer session and BOY!!!! what an eye opener. I learned just how much media controls the world !!!

I needed this book for my Mass Communications and Digital Media class. At the campus bookstore, the newest edition was about \$200, but here at I bought it for about \$20 total including shipping. The textbook itself is alright. It's logically organized and interesting. Some information in this edition is now out-dated. Just make sure to take decent class notes so you know what's wrong in the book.

Great info on history of the media

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

Media/Impact: An Introduction to Mass Media (Cengage Series in Communication Arts)
Media/Impact: An Introduction to Mass Media Mass Media Law: Mass Media Law Social Media:
Master Social Media Marketing - Facebook, Twitter, Youtube & Instagram (Social Media, Social
Media Marketing, Facebook, Twitter, Youtube, Instagram, Pinterest) Distal Impact Ejecta Layers: A
Record of Large Impacts in Sedimentary Deposits (Impact Studies) Mass Communication: Living in
a Media World (Media and Public Opinion), 4th Edition Taking Sides: Clashing Views in Media and
Society (Taking Sides : Clashing Views in Mass Media and Society) Photocommunication Across
Media: Beginning Photography for Mass Media Professionals Let's Celebrate the Mass!: A Fun,
Follow-And-Learn Children's Mass Book! The Mass Brother Francis Coloring & Activity Book
Catholic Mass - Parable - parables of Jesus - Gratitude - Humility - Forgiveness - Worship Soft
Cover Nelson Mass and Mass in Time of War in Full Score (Dover Music Scores) Mass Media
Research: An Introduction Looseleaf Introduction to Mass Communication: Media Literacy and
Culture Converging Media: A New Introduction to Mass Communication Media & Culture: An
Introduction to Mass Communication Introduction to Mass Communication: Media Literacy and
Culture Updated Edition Introduction to Mass Communication: Media Literacy and Culture 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: 30 Marketing Strategies for Facebook, Twitter and Instagram (Social Media,
Facebook, Twitter, Instagram, Social Media Marketing)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)