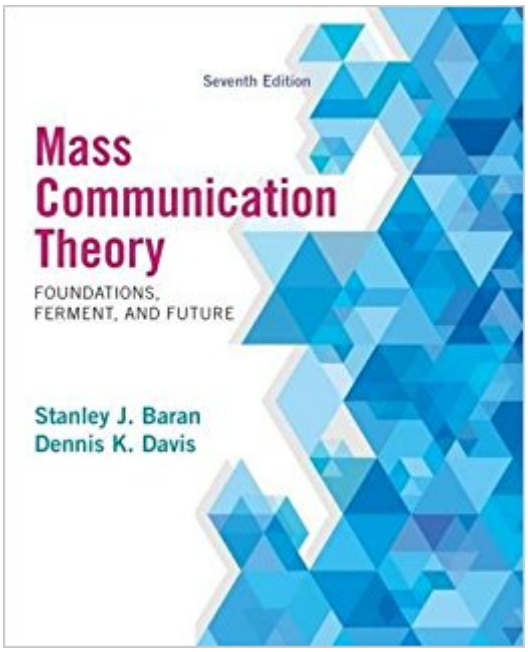
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Mass Communication Theory: Foundations, Ferment, And Future, 7th Edition



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Synopsis

MASS COMMUNICATION THEORY: FOUNDATIONS, FERMENT, AND FUTURE, Seventh Edition, introduces readers to current and classical mass communication theories, and explains the media literacy movement in easily understood terms. This mass communication book also helps users develop a better understanding of media theory in order to play a role in the media industry's future.

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Customer Reviews

Stanley Baran is the founding chair of the Department of Communication at Bryant University, where he teaches courses in mass communication and communication theory. His academic interests include critical research in mass communication, mass media and social construction of reality, as well as development and improvement of media literacy skills. Dr. Baran has published 10 books, several scholarly articles, and sits or has sat on the editorial boards of numerous journals. His work has been translated into six languages. He was a Senior Fulbright Scholar, Institute for Journalisms und Kommunikationsforschung, Hannover, Deutschland, in 1997. He has served as a consultant for many corporations and organizations, including IBM, ABC, GTE, and Westin Hotels.Dennis K. Davis is an emeritus professor in the College of Communications at Penn State University. His teaching and research interests include mass communication theory, new media literacy, international communication, research methods, and political communication. He has served as a tenured full professor at Cleveland State University, Southern Illinois University, and the University of North Dakota. He was director of the School of Communication at the University of

North Dakota and has served as editor of the JOURNAL OF BROADCASTING & ELECTRONIC MEDIA, published by the Broadcast Education Association. He has co-authored four books on political communication, mass communication theory, and news audience research, as well as numerous articles, chapters, and reviews. He has headed divisions of the Association for Education in Journalism and Mass Communication and the National Communication Association. From 1979 to 1980, he was a Fulbright Senior Lecturer at the University of Amsterdam and the University of Louvain la Neuve. His research has won the Donald McGannon Award for Social and Ethical Relevance in Communication Policy Research from Fordham University and the Broadcasting Preceptor Award from San Francisco State University. In 2010, he received the Distinguished Educator Award from the Mass Communication & Society Division of the Association for Education in Journalism and Mass Communication. The award recognizes teaching excellence and influence on pedagogy.

This textbook is exactly what I expected. It arrived as described, and it is exactly what I needed for my course. My professor offered a link to purchase this from my university bookstore and the price was astronomical. I believe they wanted over $110 for this book, but like always, offered access to the same exact product for far less money! This is a handy book for anyone studying mass media, effects of technology, and shifts in communication. However, I believe that this book would be far better suited for a junior/senior high school course rather than a college course! My course is a 200-level class, and this seems ridiculously simplistic for our level. Interesting, nonetheless...

The book is quite good. The seller sent it in pretty fast. Only complaint would have been that the book looks like it had been dunked in water and theb air dried. But then I didn’t give it much thought as it came cheap and I opted for a handed down book, which meant getting some deficiency in quality. Recommend for communication researchers and teachers.

...I feel like this is a trap question from . How exactly would one review a book that is required for a class? I didn’t think text books really depended on reviews? I’m not reading this cause I’m bored.

I rented this text. The copy I was in decent condition - good binding, not a lot of highlighter markings.The book itself is easy to read and works well for the class its intended for.

This book was super cheap on and exactly what I needed for my communications theory class!!!

I bought rented this book and bought Annual Editions Mass Media 12/13 for my grad class. Both books appear in pdf form. What I mean by this is the margin space is large, the images appear like pdfs requiring the reader to zoom in and maneuver around the page just to be able to read the content. I wouldn't recommend the version for the Kindle Fire.

This was a great book. Depending on if your class utilizes it well or not, it was VERY helpful in my Theory class. Lots of great information. Quite pricey but it's worth it as long as you get something out of it.

There's like a string or hair in the lamination on the book but besides that it's great.

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