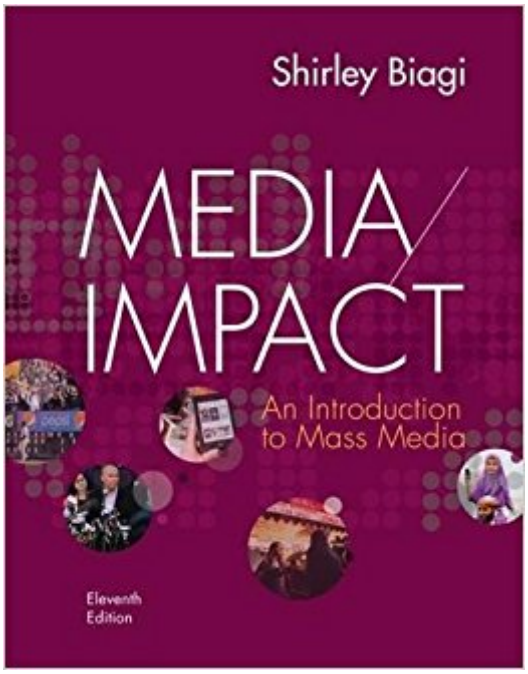
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Media/Impact: An Introduction To Mass Media



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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
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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

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