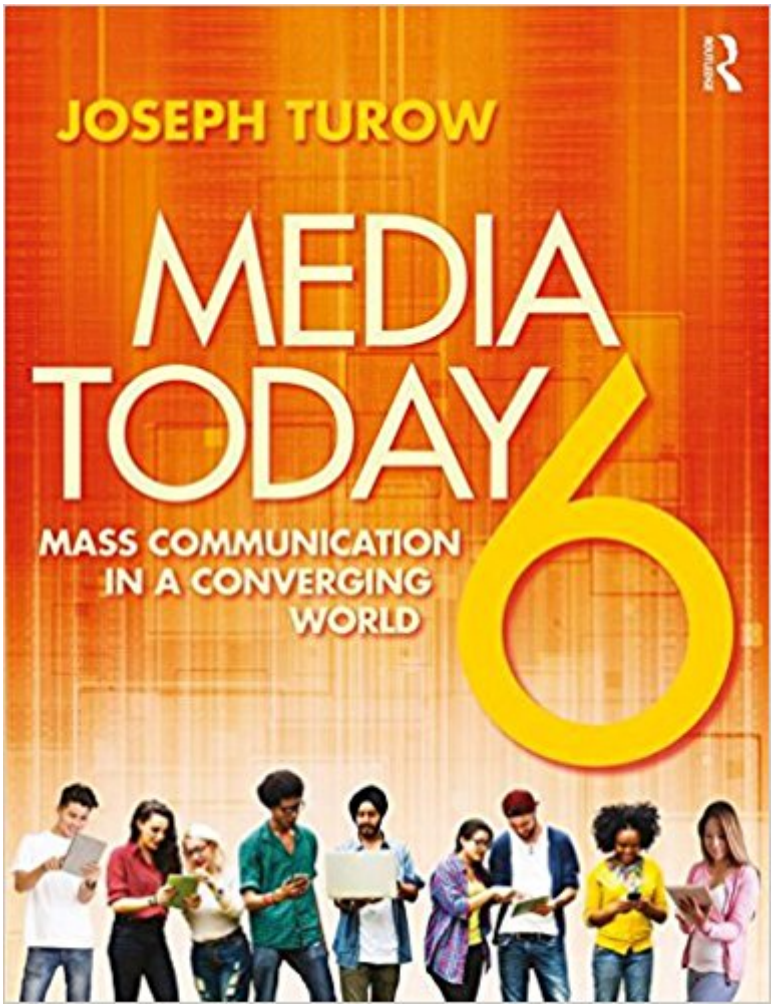
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Media Today: Mass Communication In A Converging World



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Synopsis

Media Today uses convergence as a lens that puts students at the center of the profound changes in the 21st century media world. Through the convergence lens they learn to think critically about the role of media today and what these changes mean for their lives presently and in the future. The bookÃ¢â ¬â„¢s media systems approach helps students to look carefully at how media content is created, distributed, and exhibited in the new world that the digital revolution has created. From newspapers to video games and social networking to mobile platforms, Media Today prepares students to live in the digital world of media.

Book Information

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Ã¢â ¬Å“Media Today combines a thorough overview of each of the media industries with a conceptual model that helps students understand the common research, finance, production, distribution and exhibition processes all of the industries address in their own ways. By the end of the term, students are fluent in that conceptual terminology and consistently report that they have a much more sophisticated understanding of the trends and reports about media they see every day. It is a terrific book.Ã¢â ¬Â•Ã Â Kathleen A. Hansen, Professor, University of Minnesota School of Journalism and Mass Communication "Media Today is well organized and sets a wonderful context for students to understand the industries. The structure is logical and better than any other intro text out there." -Ã Â Amy Reynolds, Dean, College of Communication and Information, Kent State University Ã¢â ¬Å“This is an extremely well organized guide to Media Studies." -Ã Â Sophia

Drakopoulou, Senior Lecturer in Media, Culture and Communications, Department of Media, Middlesex University London Ã¢â ¬Å“TurowÃ¢â ¬â„¢s Media Today text is an outstanding introduction to the past, present, and future of ever-evolving media. The bookÃ¢â ¬â„¢s accessible overviews on modern media-related industries and its examples drawn from popular culture of many eras make this an invaluable resource for teachers and students of basic media courses.Ã¢â ¬Â•Ã Â Jordan M. McClain, Assistant Teaching Professor of Communication, Drexel University "Media Today is an excellent textbook providing just the right balance between challenging theory and appropriate cases and examples that students can relate to.Ã Â In a media word changing at lightning speed this book manages to stay contemporary and present material in a way that captures the attention of my students". -Ã Â Valerie Gannon, Lecturer in Advertising, Dublin Institute of Technology Ã¢â ¬Å“One of the strengths of Media Today is the application of mass comm theories to current situations. Students and faculty will find the book to be a well-rounded mass comm textbook. Ã¢â ¬Å“-Ã Â Nader Chaaban, Adjunct Professor of Communication, George Mason University. Ã¢â ¬Å“Media Today is one of the most comprehensive books on the market about media industriesÃ¢â ¬Â•Ã Â Gail Ramsey, Communication Lecturer, Montgomery County Community College "I really love this book. IÃ¢â ¬â„¢ve looked at many other books and this one is superior to all of them because it has just the right mixture of historical background and modern-day uses/implications/dilemmas.Ã¢â ¬Â•Ã Â Dave Edwards, Communications Instructor, South Central College --This text refers to the Hardcover edition.

Joseph Turow is Robert Lewis Shayon Professor of Communication at the University of PennsylvaniaÃ¢â ¬â„¢s Annenberg School for Communication. A former Chair of the Mass Communication Division of the International Communication Association, he is the author of more than 150 articles andÃ Â 10 books on media industries. --This text refers to the Hardcover edition.

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