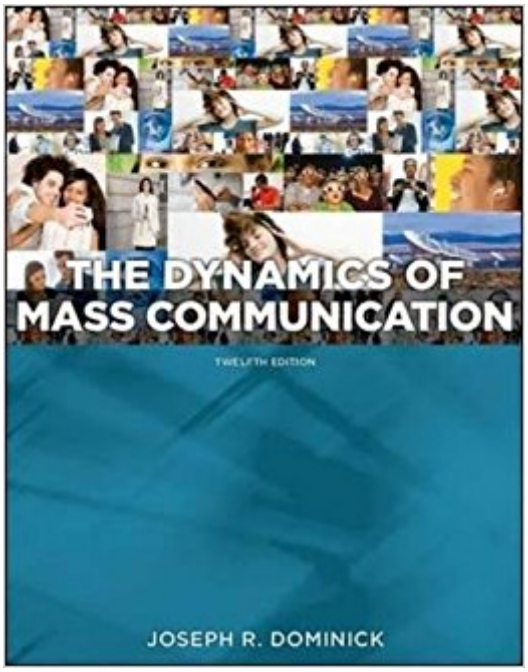
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Dynamics Of Mass Communication: Media In Transition (B&B Journalism)



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Synopsis

Well-known for its balanced approach to media industries and professions, Dynamics of Mass Communication offers a lively, thorough, and objective introduction for mass communication majors and non-majors alike. Dynamics of Mass Communication takes a comprehensive and balanced look at the changing world of mass media. Social media, Ã¢â ¬Ëœapps Ã¢â ¬â„¢ and the new media Goliaths are new and major themes of the 12th edition. Explore how the traditional mass media are dealing with shrinking audiences, evaporating advertising revenue and increased competition from the Internet. The 12th edition brings students up-to-date on the latest developments in the media world including cyber-bullying; new media business models; e-book readers Ã¢â ¬â„¢ affects on the traditional print publishing industry; online video sites such as YouTube and hulu.com.; the decoupling of advertising from media content, and much more.

Book Information

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Customer Reviews

Joseph R. Dominick received his undergraduate degree from the University of Illinois and his Ph.D. from Michigan State University in 1970. He taught for four years at Queens College of the City University of New York before coming to the College of Journalism and Mass Communication at the University of Georgia where, from 1980 to 1985, he served as head of the Radio-TV-Film Sequence. Dr. Dominick is the author of three books in addition to The Dynamics of Mass Communication and has published more than thirty articles in scholarly journals. From 1976 to

1980, Dr. Dominick served as editor of the Journal of Broadcasting. He has received research grants from the National Association of Broadcasters and from the American Broadcasting Company and has consulted for such organizations as the Robert Wood Johnson Foundation and the American Chemical Society.

I used this book for a class. If you want to learn about popular forms of mass communication then I recommend this book. It puts it in laymen terms. I don't work in the mass comm industry but consume mass comm greatly. This made me understand the inner workings of the devices of communication I use on the daily. It also helped me see how technical mass communication is and how departmentalized and divided it is. I also learned why it's so hard for musical artists to make money in entertainment. I never knew their money was divided so many ways between so many entities when it comes to their albums and songs. This is a great book for any one who is interested in Mass Communications and wants to learn the basics and theory behind what it is and about popular forms like radio, TV, advertising, movies, etc.

I bought this book for my son through s semester rental deal, which was less than half the cost of buying it at his school. He enjoys the book and it has helped him get A's on all his tests for his Media class. He says it is up to date and interesting; the inside cover has a pic of Prince William's & Catherine's wedding. The book covers all media from its history up to current blogs & media issues through 2012. We are pleased with the rental deal, they send us a prepaid envelope when we are done with it and then we ship it back, saving us the hassle of re-selling it. I agree with the other reviewer about price, all text books are ridiculously over priced.

Came quick...bought used cheap and it was in great condition for what i paid for it. I loved this class. My proffesor was awesome. The book is easy to read

As described and even better conditions.

Just what I needed for class.

This book is full of information, easy to read, which is nice for a college book! It's very straight forward and I like the vocabulary at the end of the book.

I purchased this book as a Kindle Edition for a course in school. This book covers the basic introductions to communication, the thoughts behind it, a little history, evolution of communication, and modern-day issues. Overall, this book offers an overall prospective and a good overview.

I'd definitely recommend this book rather than the newest edition - the chapters are a little different than the newest one, but it even includes a chapter that isn't in the newest one. Served me well, ok condition, great value for 10 bucks!

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