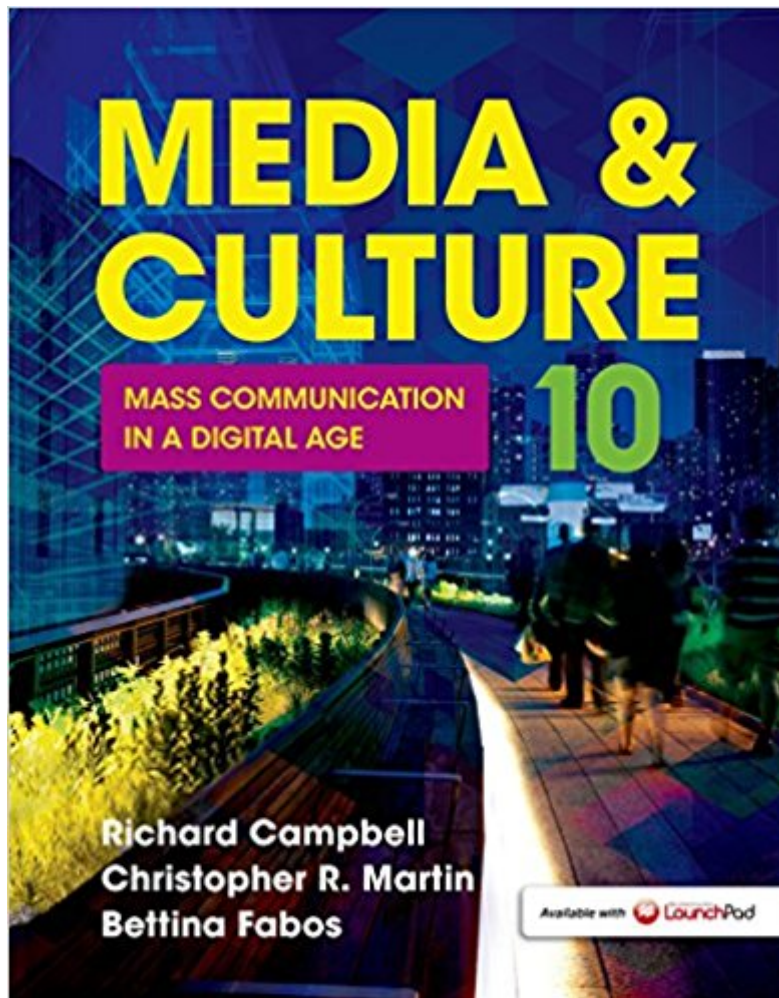




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Media & Culture: Mass Communication In A Digital Age



Synopsis

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Book Information

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Customer Reviews

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Great modern textbook. I really enjoyed this book, it has TONS of information packed inside. My biggest and really only complaint is the long examples it is common throughout every page to see wordy examples such as "TV can show many colors such as blue, green, yellow, white, red, orange, and teal" sometimes it feels like Bubba from Forrest Gump wrote this book.

Had to buy this book for my media class and it's pretty insightful. My media class fully revolved around this book. Therefore, it was an absolute must read. However, I keep it on my book shelf and have gone back to it even after having aced my class because it's really informative.

This text book is one of the best I've come across in my field (mass communication) over the years. It is very well organized, has clear sections, and is visually pleasing with lots of pictures and charts. The textbook is modern and up to date, using easy to understand language and modern

terminology to reach its audience. Overall a great book, and if you need it for class you're in luck!

Great price since it's a used rental but the condition of the textbook is pretty darn awful I must say

Let me be frank, I bought this for a class, but have found it to be a rehash of communications history, without any unique insight. I'll probably keep it to fill space on my "Look what I know" shelf (be honest with yourselves, everyone has one of these in their office) but I doubt if it becomes a reference guide of any sort. It fulfills the requirement as textbook, but don't feel it'll improve your career prospects.

This was a great book but we went thru it so quickly I felt as though I didn't get as much out of the book as I could have. The teacher also felt the class length for night school was too short. She usually does this class in 14 weeks. But otherwise, it was a well written and organized book.

A good textbook, up to date and informative, it was a great resource for my intro to journalism class.

Need it for college class. Renting is so much cheaper than buying

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