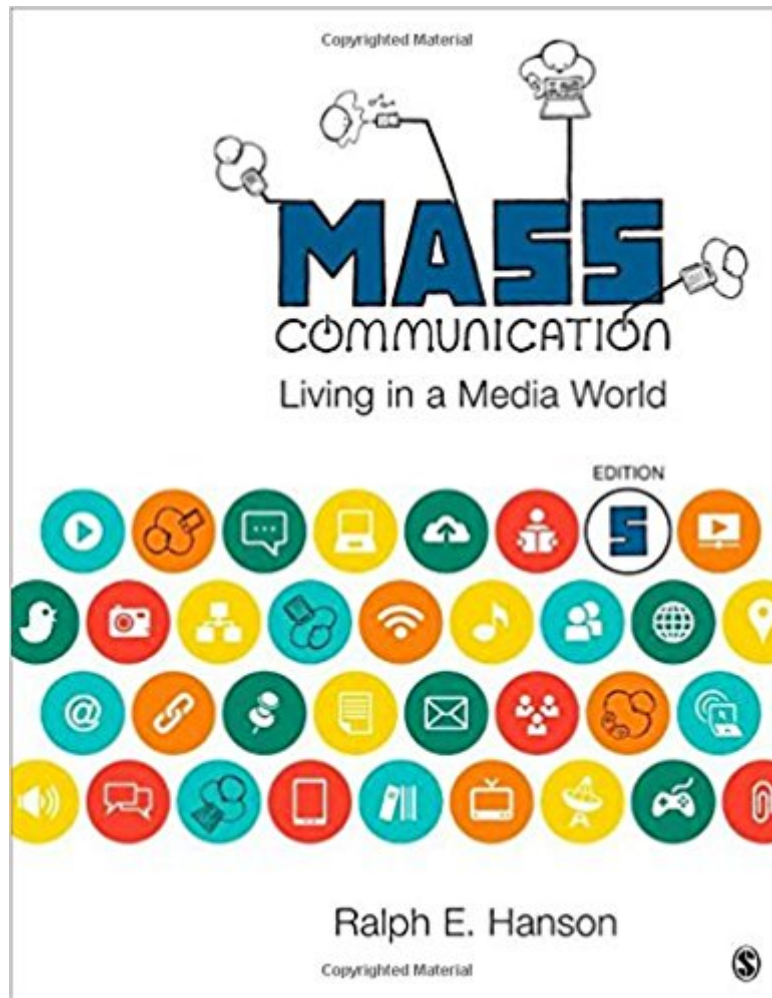


The book was found

Mass Communication: Living In A Media World



Synopsis

Skills to Succeed in Today's Media World is designed to give students the media literacy principles and critical thinking skills they need to become smart consumers of the media. Mass Communication: Living in the Media World provides comprehensive yet concise coverage of all aspects of mass media, along with insightful analysis and fun, conversational writing. In every chapter, students will explore the latest developments and current events that are changing the face of media today. The newly revised four-color Fifth Edition introduces a new "Media Transformations" box feature that highlights dynamic changes to how we produce and consume media. Each "Media Transformations" box includes a new infographic that helps illustrate key issues and promotes data and media literacy. Mass Communication is an interactive learning experience where you'll explore the latest developments that are changing today's media world.

Book Information

Paperback: 480 pages

Publisher: SAGE Publications, Inc; 5 edition (January 22, 2015)

Language: English

ISBN-10: 1483344754

ISBN-13: 978-1483344751

Product Dimensions: 10.8 x 8.3 x 0.6 inches

Shipping Weight: 1.9 pounds (View shipping rates and policies)

Average Customer Review: 4.2 out of 5 stars 30 customer reviews

Best Sellers Rank: #8,051 in Books (See Top 100 in Books) #20 in Books > Textbooks > Communication & Journalism > Media Studies #47 in Books > Textbooks > Communication & Journalism > Communications #62 in Books > Reference > Words, Language & Grammar > Communication

Customer Reviews

"Students seem to really enjoy the Hanson book. They like the fact that the book looks back and looks ahead - that it ties the history of the media and media professions to the future."--Jeff South
"The review questions and quizzes are very valuable to the students and a great help to them."--Richard F. Taflinger
"Excellent opening vignettes. Hanson does a good job of providing just the right amount of depth to his historical accounts to make them lively and interesting"--Philip A. Thompsen, Ph.D.

"Students seem to really enjoy the Hanson book. They like the fact that the book looks back and looks ahead –â œ that it ties the history of the media and media professions to the future." (Jeff South)"The review questions and quizzes are very valuable to the students and a great help to them." (Richard F. Taflinger)"Excellent opening vignettes. Hanson does a good job of providing just the right amount of depth to his historical accounts to make them lively and interesting" (Philip A. Thompson, Ph.D.)

The formatting needs to be changed. There's no clear signifier of what's the main text and what's side material. Would be a thousand times better if they made this into an eTextbook and had exact copies of the pages from the physical textbook. Should also add hyperlinks to the outside media it constantly refers to.

Great textbook. However, if they're so with it how come there isn't an ebook and/or audio version?

Book was packaged neatly. I rented the book and it was worth the money. Really helped me with my class. The textbook also came in fairly quickly. I was pleased.

Well done update of previous editions. Great for intro to mass comm for anyone just learning or interested.

very well written. I've learned a lot in my class, I love the layout of the content.

Very nice

This book was easy to read, but nothing too special.

good book for my class at a good price

[Download to continue reading...](#)

Mass Communication: Living in a Media World (Media and Public Opinion), 4th Edition Mass Media Law: Mass Media Law Media/Impact: An Introduction to Mass Media (Cengage Series in Communication Arts) How Social Media is Changing Sports: Its a Whole New Ballgame (The Hampton Press Communication Series (Mass Communication and Journalism)) Mass

Communication: Living in a Media World Social Media: Master Social Media Marketing - Facebook, Twitter, Youtube & Instagram (Social Media, Social Media Marketing, Facebook, Twitter, Youtube, Instagram, Pinterest) Communication, Media, and Identity: A Christian Theory of Communication (Communication, Culture, and Religion) Media Today: Mass Communication in a Converging World Media/Impact: An Introduction to Mass Media Taking Sides: Clashing Views in Media and Society (Taking Sides : Clashing Views in Mass Media and Society) Photocommunication Across Media: Beginning Photography for Mass Media Professionals Media Effects Research: A Basic Overview (Mass Communication and Journalism) Communications Law: Liberties, Restraints, and the Modern Media (Wadsworth Series in Mass Communication and Journalism) Dynamics of Mass Communication: Media in Transition (B&B Journalism) Dynamics of Mass Communication: Media in Transition, 12th edition (B&B Journalism) Looseleaf Introduction to Mass Communication: Media Literacy and Culture Converging Media: A New Introduction to Mass Communication Media & Culture: An Introduction to Mass Communication Media & Culture: Mass Communication in a Digital Age Media & Culture 2016 Update: Mass Communication in a Digital Age

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)