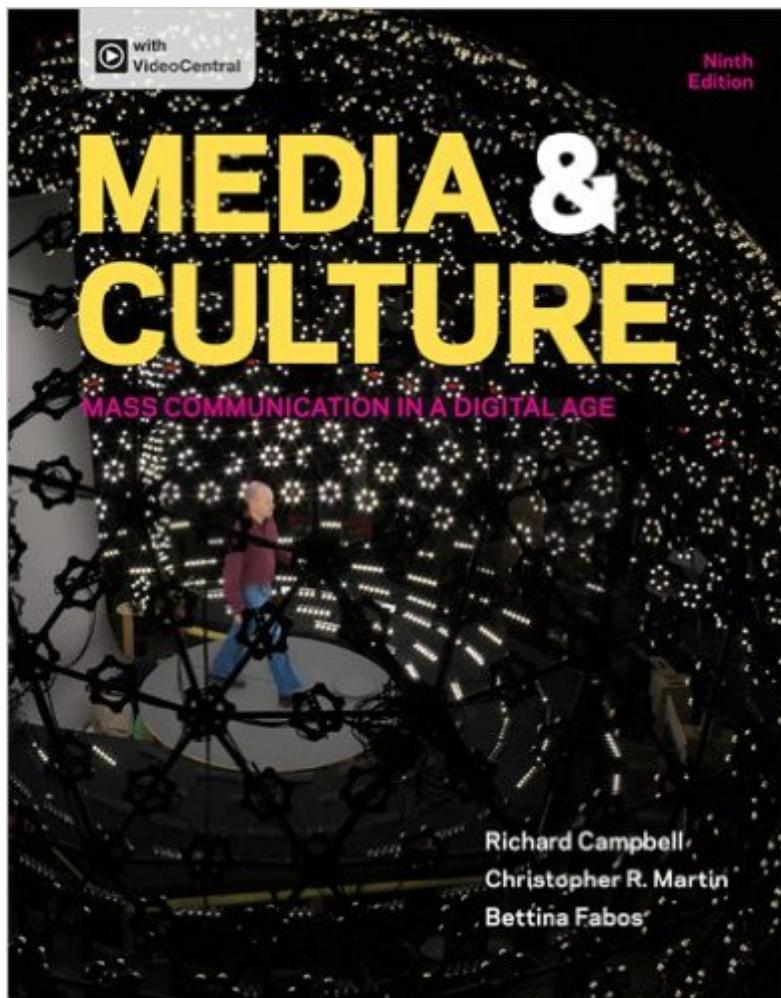


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Media & Culture: Mass Communication In A Digital Age



Synopsis

Mass media have taken the digital turn: they have made the transition from the analog past into our digital future. Today's communication students need a book that keeps pace with those changesâ "and with their own experiences as media consumers. While students may be familiar with the latest technology, *Media & Culture* can help enhance their understanding of how we arrived at this point, and where we're headed. The new edition explores the effects of the digital turn with new and informative part openers that dig into our media consumption habits, a brand-new chapter on digital gaming that goes deeper and further than other media books, and an integrated VideoCentral program throughout the book that converges the print text with the Web. Using its signature critical process and cultural perspective, *Media & Culture* shows how digital media really workâ "and how students can become informed media consumers and critics.

Book Information

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Customer Reviews

Had to buy this book for my media class and its 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 its really informative.

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.

I had to buy this book for my Journalism class but it was far too expensive at my school's bookstore. A friend told me about renting my book from and it turned out to be a great alternative! Way cheaper and you can just give the book back once you're done so you don't have to go through the struggle of selling the book. Also, all books are in great condition and it takes just a few days to arrive once you order it.

I can't really say much about this textbook because our professor never really required us to use it except for vocab. I did read through a couple of chapters and it seems quite informative and detail. It's also actually enjoyable to read. It's no Harry Potter but you're not going to fall asleep at your desk trying to read this. I also sold it back to and practically got almost the same amount I paid for it back so try to do that to if you buy it.

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!

Amazing textbook! Helped me so much with my class and learning about how Media and Culture affect our lives everyday.

I am a communication major in college, I was able to rent this book for a fair price thank you very much.

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