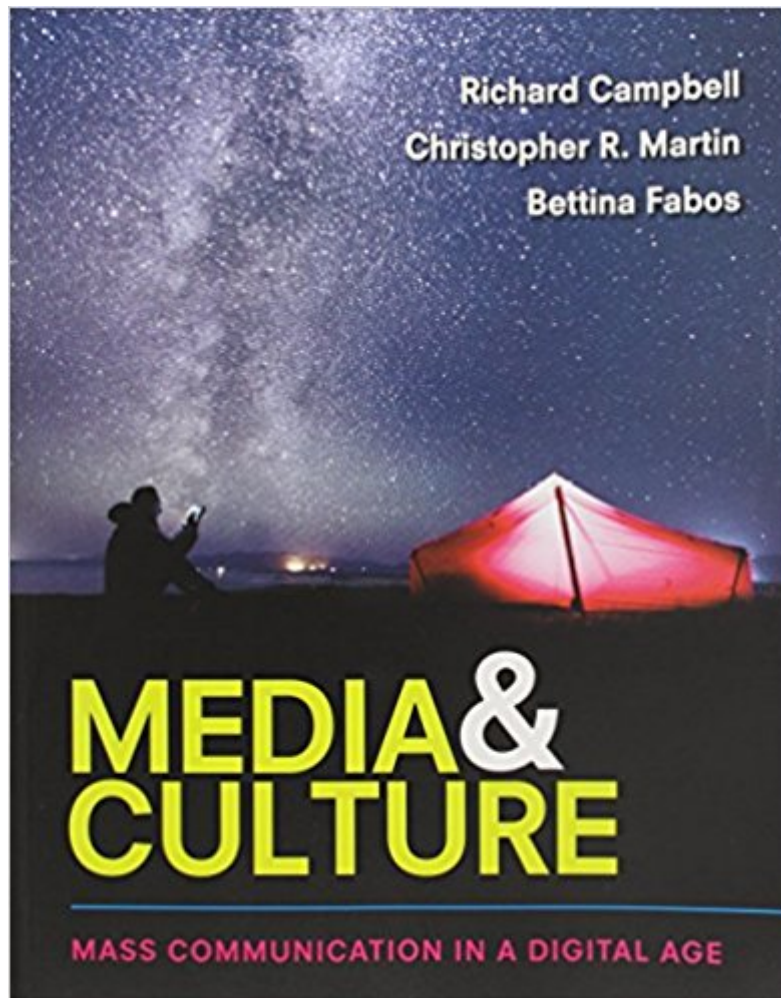




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# Media & Culture: An Introduction To Mass Communication



## Synopsis

While we all use digital technology daily, many of us don't realize how text, audio, and visual media converge together to enhance our everyday experiences. The new edition of *Media & Culture: Mass Communication in a Digital Age* enriches students' understanding of these experiences — a skill that has become more important than ever. *Media & Culture* starts with the digital world students know and then goes further, focusing on what these constant changes mean to them. Through new infographics, cross-reference pages, and a digital jobs feature, the book explains and illustrates how the media industries connect, interlock, and converge. *Media & Culture* brings together industry expertise, media history, and current trends for an engaging, exhilarating look at the media right now.

## Book Information

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## Customer Reviews

Richard Campbell, Chair of the Department of Media, Journalism and Film at Miami University, is the author of *"60 Minutes" and the News: A Mythology for Middle America* (1991) and coauthor of *Cracked Coverage: Television News, the Anti-Cocaine Crusade, and the Reagan Legacy* (1994). Campbell has written for numerous publications, including *Columbia Journalism Review*, *Journal of Communication*, and *Media Studies Journal*, and he is on the editorial boards of *Critical Studies in Mass Communication* and *Television Quarterly*. He also serves on the board of directors for Cincinnati Public Radio. He holds a Ph.D. from Northwestern University and has also taught at the University of Wisconsin Milwaukee, Mount Mary College, the University of Michigan, and Middle

Tennessee State University.

I purchased this book for a media class. I found it to be a good resource.

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