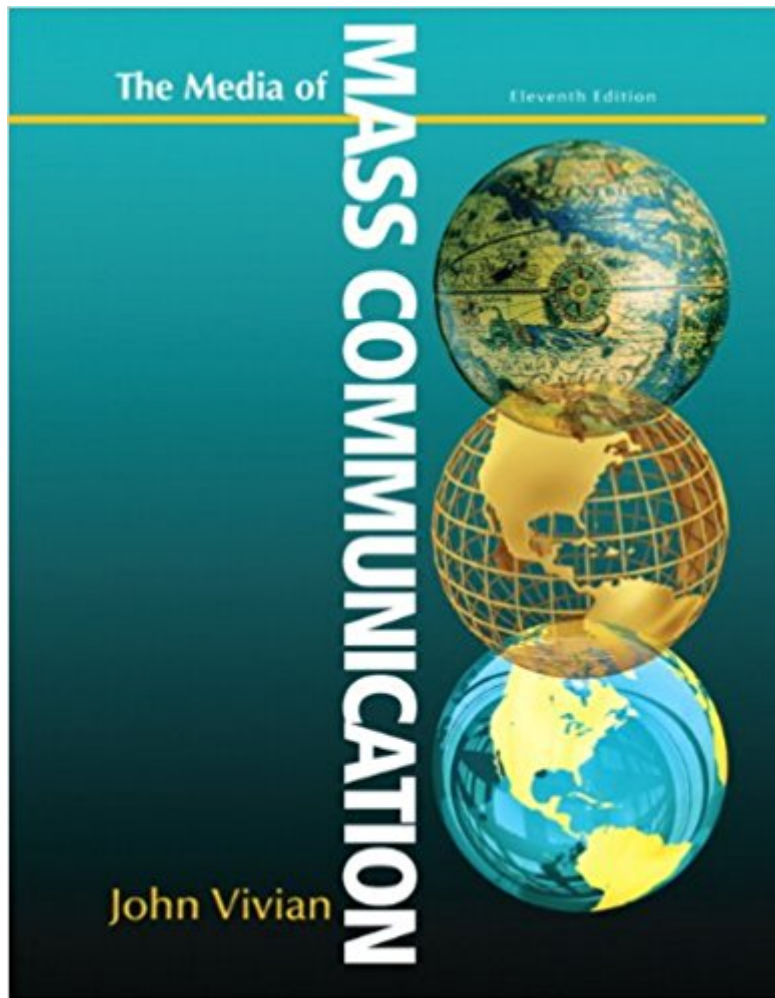




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Media Of Mass Communication (11th Edition)



Synopsis

Updated in its eleventh edition, *The Media of Mass Communication* engages readers in the pursuit of greater media literacy and provides accessible insight into the important issues that confront students as consumers and purveyors of mass media. Through exceptional coverage of contemporary media issues and trends, including the on-going transformations in mass media, this text balances the principles and foundations of media literacy with lively examples, streamlined coverage, and a robust media package.

Book Information

Paperback: 478 pages

Publisher: Pearson; 11 edition (March 16, 2012)

Language: English

ISBN-10: 0205029582

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Product Dimensions: 8.4 x 0.8 x 10.8 inches

Shipping Weight: 2 pounds

Average Customer Review: 4.0 out of 5 stars 94 customer reviews

Best Sellers Rank: #17,224 in Books (See Top 100 in Books) #40 in Books > Textbooks > Communication & Journalism > Media Studies #90 in Books > Textbooks > Communication & Journalism > Communications #124 in Books > Reference > Words, Language & Grammar > Communication

Customer Reviews

I needed this book for a journalism class at a local community college. The text is clearly written, with plenty of graphics. It's also up-to-date: as I read it, I felt like I was reading about events that happened yesterday, so it was very easy to relate to. Having quick definitions in the margins also made for easy understanding of the terms as used in the text, and was helpful when reviewing the chapter prior to a quiz. A really good reference/text book, better than perhaps any others I have used.

Some interesting stories but nothing too special. It feels like I am just reading a bunch of wikipedia pages with spelling errors.

The book is brand new but it has a green cover instead of blue and when you open it you can tell

things had been white out covered and the back cover a sharpie was used to cover other things. The parts that have been covered read "for sale in Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan, and Sri Lanka ONLY". I even double checked the description and it wasn't listed anywhere that it was an international edition.

College book, saved money and time.

The binding on this book did not even last for the sixteen weeks of classes before it fell apart, and I lost pages out of it.

Satisfactory

Great introductory book for those interested in a career in journalism and/or communications.

OK

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