

Media Today Mass Communication In A Converging World

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Joseph Turow is Robert Lewis Shayon Professor of Communication at the University of Pennsylvania's Annenberg School for Communication. He has authored eleven books, edited five, and written more than 150 articles on mass media industries. Turow is an elected Fellow of the International Communication Association and was presented with a Distinguished Scholar Award by the National ...

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Media Today uses convergence as a lens that puts students at the center of the profound changes in the 21st century media world. Through the convergence lens they learn to think critically about the role of media today and what these changes mean for their lives presently and in the future.

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Media Today puts mass communication students at the center of the profound changes in the twenty-first century media world – from digital convergence to media ownership – and gives them the skills to think critically about what these changes mean for the role of media in their lives. Comprehensive and engaging, Media Today features:

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Understanding Mass Media and Mass Communication

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Mass communication - Wikipedia

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Mass media refers to a diverse array of media technologies that reach a large audience via mass communication. The technologies through which this communication takes place include a variety of outlets. Broadcast media transmit information electronically via media such as films, radio, recorded music, or television.

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