

## The book was found

# Media Today: Mass Communication In A Converging World



## Synopsis

"Turow's Media Today: Mass Communication in a Converging World, now in its fifth edition, chooses [a] cutting-edge option. This is a student-friendly publication, offering aids such as definitions of key terms, colourful infographics, case studies and end-of-chapter review questions. There's a companion website, too, and a password-protected website for instructors." Philip Kemp, Times Higher Education

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. The book's media systems approach helps students to look carefully at how media is created, distributed, and exhibited in the new world that the digital revolution has created. In this way, Media Today goes beyond the traditional mass communication textbook's focus on consuming media, to give students an insider's perspective on how media businesses operate. How exactly does Google profit from web searches? What will a magazine look like five years from now? Informative and engaging, Media Today, Fifth Edition, is characterized by its focus on: Convergence: In addition to separate chapters on the Internet and the Video Games industry, coverage of convergence and its impact is incorporated into every chapter. Consumer Education: Media Literacy questions ask students to consider their roles as a media consumer and potential media creator. Comprehensive Media Industry Coverage: Historical timelines in the print book and on the companion website track the development of each media industry, giving students an overview of a particular industry at a glance. Contemporary, Student-friendly Examples: New culture and media boxes help students think about the impact of media industries on their own lives and globally. Joseph Turow "who has been teaching Intro to Mass Communication for well over a decade" demonstrates the many ways that media convergence and the pervasiveness of the Internet have blurred distinctions between and among various media. From newspapers to video games or social networking to mobile platforms, Media Today prepares students to live in the digital world of media.

## Book Information

File Size: 8577 KB

Print Length: 464 pages

Simultaneous Device Usage: Up to 4 simultaneous devices, per publisher limits

Publisher: Routledge; 5 edition (October 15, 2013)

Publication Date: October 15, 2013

Sold by:Â Digital Services LLC

Language: English

ASIN: B00FYR32IG

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #171,231 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #50

inÂ Kindle Store > Kindle eBooks > Business & Money > Industries > Media & Communications

#95 inÂ Kindle Store > Kindle eBooks > Reference > Words, Language & Grammar >

Communication #116 inÂ Kindle Store > Kindle eBooks > Reference > Writing, Research &

Publishing Guides > Academic & Commercial

## Customer Reviews

I ordered this for a class. Some of the text was helpful.

I barely read this book tbh

Came in great condition!

Big rip down the cover

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

Media Today: Mass Communication in a Converging World Mass Communication: Living in a Media World (Media and Public Opinion), 4th Edition Media/Impact: An Introduction to Mass Media (Cengage Series in Communication Arts) Communication Skills: 101 Tips for Effective Communication Skills (Communication Skills, Master Your Communication, Talk To Anyone With Confidence, Leadership, Social Skills) Social Media: Master, Manipulate, and Dominate Social Media Marketing With Facebook, Twitter, YouTube, Instagram and LinkedIn (Social Media, Social Media ... Twitter, Youtube, Instagram, Pinterest) Social Media: Master Strategies For Social Media Marketing - Facebook, Instagram, Twitter, YouTube & LinkedIn (Social Media, Social Media Marketing, Facebook, ... Instagram, Internet Marketing Book 3) Introduction to Mass Communication: Media Literacy and Culture Updated Edition Communications Law: Liberties,

Restraints, and the Modern Media (Wadsworth Series in Mass Communication and Journalism)  
Media Effects Research: A Basic Overview (Mass Communication and Journalism) The Long  
Emergency: Surviving the End of Oil, Climate Change, and Other Converging Catastrophes of the  
Twenty-First Century Media/Impact: An Introduction to Mass Media, Enhanced Media/Impact: An  
Introduction to Mass Media Communication and Communication Disorders: A Clinical Introduction  
(4th Edition) (Allyn & Bacon Communication Sciences and Disorders) Burn Chambers for Rocket  
Mass Heaters: A short introduction to 4 types of burns chambers for rocket mass heaters Mass  
Motorization and Mass Transit: An American History and Policy Analysis The Media Handbook: A  
Complete Guide to Advertising Media Selection, Planning, Research, and Buying (Routledge  
Communication Series) Technical Communication Today: Special Edition for Society for Technical  
Communication Foundation Certification, Books a la Carte Edition (5th Edition) Social Media:  
Dominating Strategies for Social Media Marketing with Twitter, Facebook, Youtube, LinkedIn and  
Instagram: Social Media, Network Marketing, Book 1 Social Media: Strategies To Mastering Your  
Brand- Facebook, Instagram, Twitter and Snapchat (Social Media, Social Media Marketing) Social  
Media: Dominating Strategies for Social Media Marketing with Twitter, Facebook, Youtube, LinkedIn  
and Instagram (social media, instagram, twitter, ... marketing, youtube, twitter advertising)

[Dmca](#)