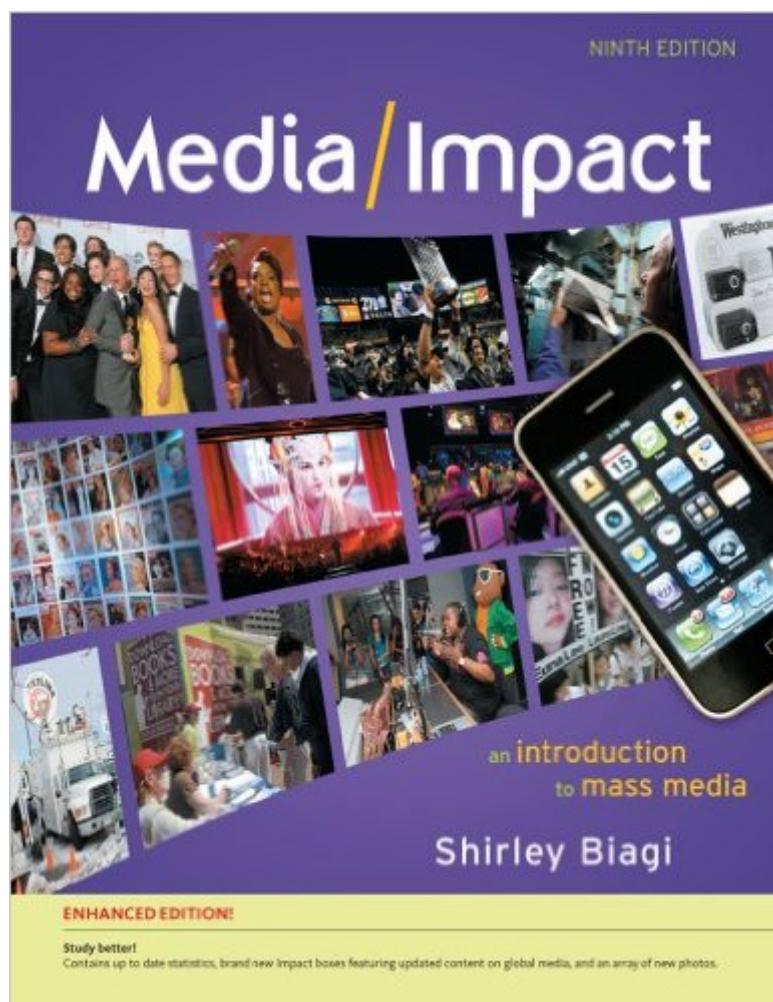


The book was found

Media/Impact: An Introduction To Mass Media, Enhanced



Synopsis

From media history to today's rapid-fire changes, MEDIA/IMPACT takes you on a tour of the events, people, and technologies that have shaped and are shaping the industry. Known for its engaging writing style, currency, and visual appeal, this book explores the converged mass media--its industries and support industries as well as the legal, ethical, social, global, and technological issues that accompany them. Emphasizing the impact of the media on individuals and society, the book illustrates that the media are foremost in the business of making money and shows you what it's like to work in each industry. Included are media literacy case studies, timelines, and an extensive online media careers guide.

Book Information

Paperback: 448 pages

Publisher: Cengage Learning; 9 edition (April 1, 2010)

Language: English

ISBN-10: 0495798169

ISBN-13: 978-0495798163

Product Dimensions: 10.8 x 8.4 x 0.7 inches

Shipping Weight: 1.8 pounds

Average Customer Review: 4.7 out of 5 starsÂ [See all reviewsÂ \(3 customer reviews\)](#)

Best Sellers Rank: #403,396 in Books (See Top 100 in Books) #269 inÂ Books > Business & Money > Industries > Media & Communications #469 inÂ Books > Textbooks > Communication & Journalism > Media Studies #598 inÂ Books > Textbooks > Communication & Journalism > Communications

Customer Reviews

I find the book readable and with interesting examples. The format is quite good with chapter summaries at the end of each chapter. These make for excellent student study guides. My only complain is that Biagi publishes too frequently and constantly pushes faculty and students into new, expensive books. The students complain and recently so has my dean.

The book it exactly what I was looking for. The book matched the description and it was an overall easy and pleasant purchase!

Yes,, this book met my expectations. Thank you again for your availability, quality & quick response.

Looking forward to continued services.

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

Media/Impact: An Introduction to Mass Media, Enhanced Media/Impact: An Introduction to Mass Media (Cengage Series in Communication Arts) Media/Impact: An Introduction to Mass Media Burn Chambers for Rocket Mass Heaters: A short introduction to 4 types of burns chambers for rocket mass heaters Enhanced Microsoft Office 2013: Introductory (Microsoft Office 2013 Enhanced Editions) Enhanced Microsoft Excel 2013: Comprehensive (Microsoft Office 2013 Enhanced Editions) Enhanced Microsoft PowerPoint 2013: Comprehensive (Microsoft Office 2013 Enhanced Editions) Enhanced Microsoft Access 2013: Comprehensive (Microsoft Office 2013 Enhanced Editions) Mass Motorization and Mass Transit: An American History and Policy Analysis Mass Communication: Living in a Media World (Media and Public Opinion), 4th Edition 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 Mass Media Research: An Introduction Instructional Technology and Media for Learning, Enhanced Pearson eText with Loose-Leaf Version -- Access Card Package (11th Edition) Jazz: The First 100 Years, Enhanced Media Edition (with Digital Music Downloadable Card, 1 term (6 months) Printed Access Card) Privacy and Publicity: Modern Architecture as Mass Media Writing for the Mass Media (6th Edition) Mass Media Law Media Today: Mass Communication in a Converging World

[Dmca](#)