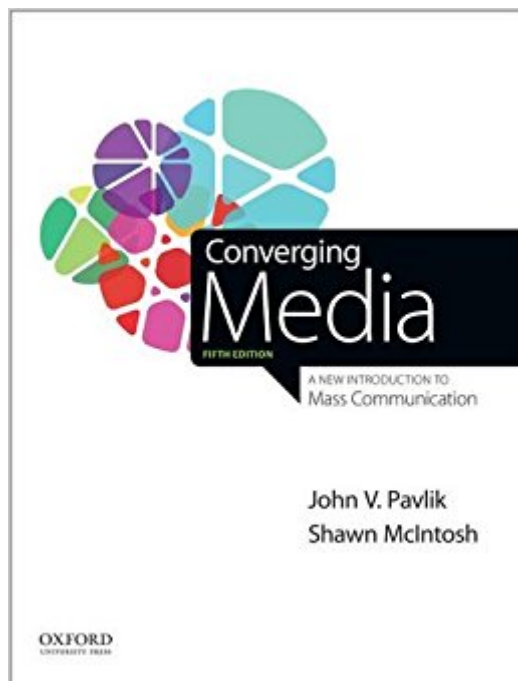




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Converging Media: A New Introduction To Mass Communication



Synopsis

From reading news on tablets to video calling on smartphones, digital media has changed the ways in which we communicate. Placing convergence at the center of the discussion, *Converging Media: A New Introduction to Mass Communication*, Fifth Edition, uses the technologies we employ every day to explain our current media environment-and to consider where we might be headed.

Book Information

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Customer Reviews

"Converging Media takes the disruptive changes occurring across the media landscape and incorporates them into an understandable and navigable text while offering students many relevant examples, both historical and contemporary."--Andrew Nelson, Loyola University New Orleans
"A clear and comprehensive textbook that merges historical detail with contemporary debates in the field. Emphasiz[es] the legal and ethical questions involved in the media industries today."
--Andrea McDonnell, Emmanuel College, Boston
"I love the book. It covers every single basic feature in Mass Communications that is relevant to students in our field."
--David Magolis, Bloomsburg University of Pennsylvania
"Rather than incorporate new media as an afterthought or a specific chapter, Pavlik and McIntosh make it the center of the text. This is not at the expense of explorations of more traditional media like radio and television; rather they highlight how new media has transformed and continues to challenge the so-called 'old media' industries."--Amelia H. Arsenault, Georgia State University

John V. Pavlik is a professor of journalism and media studies at Rutgers, the State University of New Jersey. He has written widely on the impact of new technology on journalism, media and society. His books include *Media in the Digital Age* (2008), *Journalism and New Media* (2001), and *The People's Right to Know* (1993). Shawn McIntosh is an assistant professor of digital journalism and communication at the Massachusetts College of Liberal Arts. He has taught strategic communications at Columbia University's School of Continuing Education and at New York University's School of Professional Studies. He co-edited the book *Zombie Culture: Autopsies of the Living Dead* (2008).

Exactly what we needed. Needed for a textbook in class would be nice if students could have affordable choices.

Purchased for Son, came on time

Hated the class and book.

This book makes it clear that the media has influence over many people. I wish the author can expand on certain sections of the book.

Required reading for BYU

Book was in perfect condition !

Nice book ~ Quick Shipping

Pretty good textbook for communications classes. Does a thorough job at explaining basic ideas and definitions for media-based communications subjects. Almost feels like a magazine, as it has numerous visual aids to accompany the text within it.

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