

Media Impact: An Introduction to Mass Media (Wadsworth Series in Mass Communication and Journalism: General Mass Communication)



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 these businesses face every day. 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 students what it's like to work in each industry. Included are detailed timelines and an extensive online media careers guide.

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