

Dynamics of Mass Communication



An introduction to mass communication, this text provides a comprehensive, provocative discussion of the many facets of the media. In its analysis of the theory, history, structure, ethics, and regulations of the media, it presents thorough coverage of the complex issues facing the major media today. The interdependence of the media is emphasized providing substantial food for critical thought given the increasing difficulty of separating film and television, radio and the recording business, popular novels and motion pictures, contemporary news events and made-for-TV films. There is updated analysis of future technologies in chapter 23, Mass Media in the Future, with a new cultural/critical perspective and updated examples and research are included throughout the book. The new edition features expanded coverage of foreign ownership and international communication and it maintains the informal, conversational, even entertaining writing style which has become the hallmark of Dominick's books. Also available are an instructors manual (0-07-017806-2) and CTBs for both IBM PC 5.25 (0-07-832656-7) and Macintosh (0-07-832655-9).

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