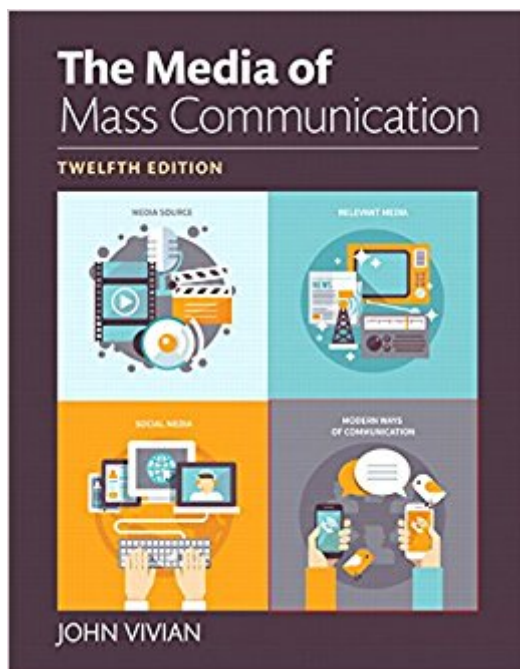


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# Media Of Mass Communication, The, Books A La Carte (12th Edition)



## Synopsis

For courses in Introduction to Mass Communication Help students see the impact of the media upon society and our daily lives The Media of Mass Communication encourages students to explore the latest economic, technological, cultural, and political shifts in media through a historical context. Author John Vivian prompts students to analyze ongoing transformations in mass media, examining the various ways in which it impacts the world as they hone their media literacy skills. The Twelfth Edition offers updated coverage of new trends in the field and the impact of social media, ensuring a contemporary learning experience for students. NOTE: This ISBN is for a Pearson Books a la Carte edition: a convenient, three-hole-punched, loose-leaf text. In addition to the flexibility offered by this format, Books a la Carte editions offer students great value, as they cost significantly less than a bound textbook. The Media of Mass Communication, Twelfth Edition is also available via REVEL<sup>™</sup>, an interactive learning environment that enables students to read, practice, and study in one continuous experience.

## Book Information

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## Customer Reviews

Since it was first introduced, John Vivian's The Media of Mass Communication has received praise continuously for its ability to make learning interesting and for its use of the media to teach the media. This Updated Media Edition does all that - and more. Retaining the features that make this book so popular - from the lively, friendly writing style to the magazine-style layout and design to the

outstanding discussion of the industries, issues, trends, and history of the mass media - the Updated Media Edition boasts significant updates, a new, black and white format, and an extensive PIN-coded website all at a lower price than the full-color fifth edition version and most other books available in the market today. The printed book is the core content, while the website provides the energy and excitement of the media itself. Vivian provides up-to-date coverage of media industries and issues, along with a thoughtful recounting of key events in media history to give readers the insight they need to understand the complexity and impact of the media today. This Updated Media Edition retains the emphasis on the current challenges facing media while building on its extensive coverage of media effects and culture. For anyone interested in mass communication or mass media. --This text refers to an out of print or unavailable edition of this title.

John Vivian's academic home is Winona State University in Minnesota, where he has taught a wide range of mass communication courses. He holds a Medill journalism degree from Northwestern University and earlier from Gonzaga University. He has done additional work at Marquette University and the University of Minnesota. As an undergrad Vivian worked for United Press International. Later he joined the Associated Press in four Western cities. His work has won numerous professional awards, including Minaret Awards as an Army Reservist. Vivian is a former national president of Text and Academic Authors. His *The Media of Mass Communication* has been the leading textbook in its field since the first edition. Judges for the TAA Texty Award gave the title the first perfect score in history. Vivian is at home in the scholarly and pedagogical journals of his field. With Alfred Lorenz, he co-authored *News Reporting and Writing*. Besides journalism, public relations and advertising, Vivian's academic focus is media law and history. He invites feedback from students and adopters at [jvivian@winona.edu](mailto:jvivian@winona.edu).

I needed this book for a journalism class at a local community college. The text is clearly written, with plenty of graphics. It's also up-to-date: as I read it, I felt like I was reading about events that happened yesterday, so it was very easy to relate to. Having quick definitions in the margins also made for easy understanding of the terms as used in the text, and was helpful when reviewing the chapter prior to a quiz. A really good reference/text book, better than perhaps any others I have used.

Some interesting stories but nothing too special. It feels like I am just reading a bunch of wikipedia pages with spelling errors.

The book is brand new but it has a green cover instead of blue and when you open it you can tell things had been white out covered and the back cover a sharpie was used to cover other things. The parts that have been covered read "for sale in Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan, and Sri Lanka ONLY". I even double checked the description and it wasn't listed anywhere that it was an international edition.

College book, saved money and time.

The binding on this book did not even last for the sixteen weeks of classes before it fell apart, and I lost pages out of it.

Satisfactory

Great introductory book for those interested in a career in journalism and/or communications.

OK

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