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Media Essentials: A Brief Introduction



Synopsis

Media Essentials focuses on the fundamentals of mass communication, helping students keep pace with today's rapidly evolving and converging media. Best-selling authors Richard Campbell, Christopher R. Martin, and Bettina Fabos distill the essential information on media industries and major concepts, incorporate their accessible critical approach, and give students all the study tools they need to succeed in the course and be savvy media consumers. For the second edition of Media Essentials, the authors have added and enriched coverage of media topics instructors asked for, including videogames, convergence, media literacy, streaming music, online journalism, and more. This all comes together in a brief, attractive format for a very attractive price, about 50% less than competing texts.

Book Information

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Customer Reviews

It's an okay book. I've took a Journalism class, and this book took a long way to explain basic concepts. The information are fun to read, but could be repeating itself a bit. You will definitely learn more, especially on history of media and also how modern conglomerates dominates the market !

Book is fine. I just got into the second chapter and found that there are three pages completely ripped out. It is probably not a huge deal, but I would have liked to purchase an "acceptable" status book with all the pages.

Easy to understand, and fun to learn from. The chapters are organized so nicely, and I love how up to date it is.

I never thought I would rate a textbook 5 stars.... but this was an easy and fun read. I really enjoyed this book.

Media changes so fast, I don't know how long it'll be before students will have to buy the third edition.

I got for a mass communications class and this book was extremely helpful.

Good insights and relevant subject matter, I found it clear and concise.

One of the few required text books I enjoyed. Shipped quickly too!

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