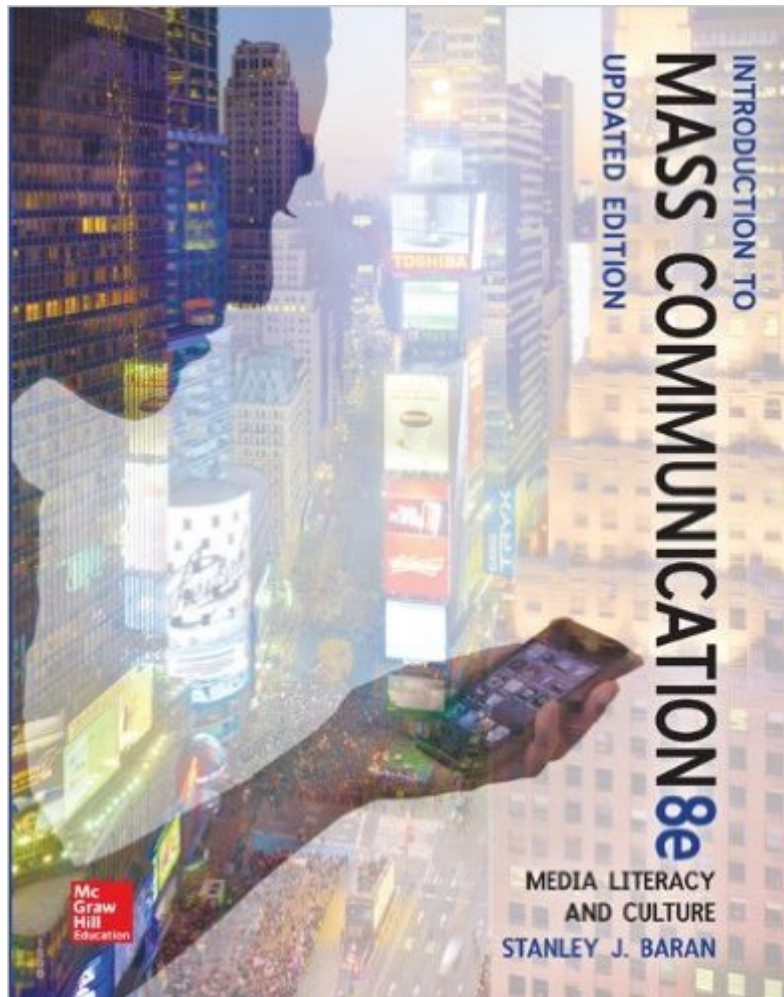


The book was found

# Introduction To Mass Communication: Media Literacy And Culture Updated Edition



## Synopsis

Introduction to Mass Communication: Media Literacy and Culture is an integrated program that encourages students to be active media consumers and gives them a deeper understanding of the role that the media plays in both shaping and reflecting culture. Through this cultural perspective, students learn that audience members are as much a part of the mass communication process as are the media producers, technologies, and industries. This was the first, and remains the only, university-level program to make media literacy central to its approach, and given recent national and global turmoil, its emphasis on media use and democracy could not be more timely.

## Book Information

Paperback: 480 pages

Publisher: McGraw-Hill Education; 8 edition (January 13, 2014)

Language: English

ISBN-10: 0077507983

ISBN-13: 978-0077507985

Product Dimensions: 0.8 x 8.5 x 10.5 inches

Shipping Weight: 1.9 pounds (View shipping rates and policies)

Average Customer Review: 3.9 out of 5 stars [See all reviews](#) (27 customer reviews)

Best Sellers Rank: #30,552 in Books (See Top 100 in Books) #11 in [Books > Textbooks >](#)

[Communication & Journalism > Journalism](#) #23 in [Books > Textbooks > Communication &](#)

[Journalism > Media Studies](#) #55 in [Books > Reference > Writing, Research & Publishing Guides](#)

[> Writing > Journalism & Nonfiction](#)

## Customer Reviews

A new copy of this textbook does NOT come with a Connect access code. No other review seems to mention this, and the book's description is deceptively unclear. Just a heads up to anyone else who is unfortunate enough to have a professor that is using the online program. The greedy publisher is more than happy to charge you \$145 for a new book and then another \$65 for the code separately. Do not pay full price for this.

This is just a poor PDF version of the print book. It is not formatted for my Kindle. I have to spend a lot of time moving the page around. The publisher should really investigate getting into the REAL ebook market.

If you rent this book, it won't come with the registration code for the portal access (some classes are required to have this portal access). Be prepared to another \$60+.

I have the Kindle App on my phone, computer and an actual Kindle, yet this publication is not compatible with ANY of my registered devices.

Unlike many of the Communication Studies text that seem to embrace Ethnomethodology and are for the most part unreadable, this text is very understandable and enjoyable to read. A great change of pace.

A good text, very informative. I appreciate the summaries and reviews and practice tests.

This was a great book easy to use and much cheaper to borrow!

Can't use voice over or natural reader...

[Download to continue reading...](#)

Introduction to Mass Communication: Media Literacy and Culture Updated Edition Media/Impact: An Introduction to Mass Media (Cengage Series in Communication Arts) Mass Communication: Living in a Media World (Media and Public Opinion), 4th Edition Communication Skills: 101 Tips for Effective Communication Skills (Communication Skills, Master Your Communication, Talk To Anyone With Confidence, Leadership, Social Skills) Media/Impact: An Introduction to Mass Media, Enhanced Media/Impact: An Introduction to Mass Media Communication and Communication Disorders: A Clinical Introduction (4th Edition) (Allyn & Bacon Communication Sciences and Disorders) Social Media: Master, Manipulate, and Dominate Social Media Marketing With Facebook, Twitter, YouTube, Instagram and LinkedIn (Social Media, Social Media ... Twitter, Youtube, Instagram, Pinterest) Social Media: Master Strategies For Social Media Marketing - Facebook, Instagram, Twitter, YouTube & LinkedIn (Social Media, Social Media Marketing, Facebook, ... Instagram, Internet Marketing Book 3) Burn Chambers for Rocket Mass Heaters: A short introduction to 4 types of burns chambers for rocket mass heaters Communications Law: Liberties, Restraints, and the Modern Media (Wadsworth Series in Mass Communication and Journalism) Media Effects Research: A Basic Overview (Mass Communication and Journalism) Media Today: Mass Communication in a Converging World Jewish Humor (Classics in Communication and Mass Culture (Paperback)) Media Education: Literacy, Learning and

Contemporary Culture Data Information Literacy: Librarians, Data, and the Education of a New Generation of Researchers (Purdue information literacy handbooks) LITERACY IN COLONIAL NEW ENGLAND; An Enquiry into the Social Context of Literacy in the Early Modern West Mass Motorization and Mass Transit: An American History and Policy Analysis Mass Media Research: An Introduction The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research, and Buying (Routledge Communication Series)

[Dmca](#)