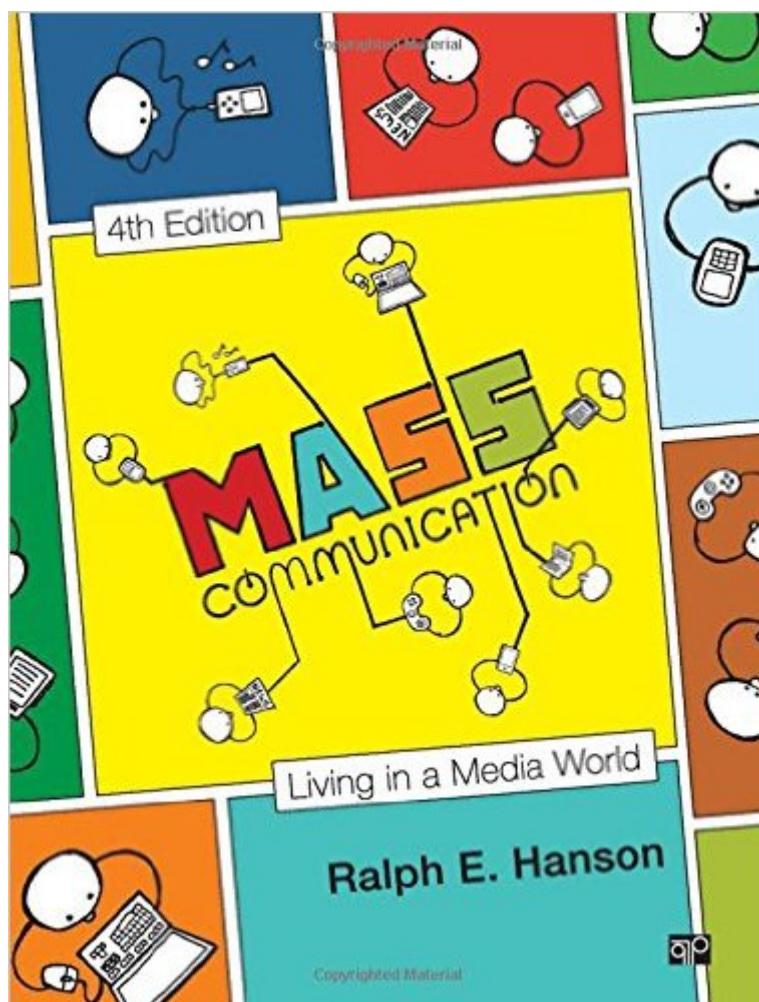


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Mass Communication: Living In A Media World (Media And Public Opinion), 4th Edition



Synopsis

The fourth edition delivers comprehensive yet compact coverage, incisive analysis, and fun, conversational writing. While Hanson delves into critical theory, and will take a critical stance on the media, he does not believe the media are something to be feared or demonized, but rather are an essential part of the way we live.

Book Information

Series: Living in a Media World

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Customer Reviews

Very up to date (with its January 2014 publication date) this book does indeed read like something you might read anyway in your leisure time if you were interested in Mass Media. The author's style is easy to read, thorough, and humorous without going overboard. The chapters read like incisive magazine article about their topics. The extras and sidebars are always fascinating as well. His suggestions have had me scrambling to websites to check things out or do further research. I am taking this course right now and I never dread the chapter reading assignments with this textbook. Thanks

It's a textbook. Its relative worth is largely dependent on the instructor who requires it. I won't know for sure until class starts, but since I've had this instructor before, I expect to wear out some pages.

Using humor and strong, memorable examples, this book did a marvelous job of teaching the

points. It did not stray from them, either, and was very organized, at the same time reinforcing lessons that had been previously learned. I enjoyed using this textbook very much. However, I would recommend buying the most recent edition, as Mass Communications is one of the fastest-changing fields of study, due to evolving and new technologies.

Stupid textbook. Perhaps it was the professor, but this textbook was pointless. I have the internet.

but its informative. It just gets boring in areas and I have force myself to continue reading the material. But that's most textbooks. Obviously I only purchased this book to use for class. I love the class but will be glad when the semester is over...I don't know how much more I can stand of the book.

If you want to know all there is to know about how we are living in a media world, this is the book for you. Are you aware of all the ways radio, TV, newspapers, magazines and movies impact our lives - every single day! Written in a clear style, with pictures to help in understanding, this is a book that will open your eyes.

I brought the book for my mass media class and it is useful and the color is super great. The price better than the one I saw in my college bookstore..

This book is really fun and easy to read. Super informative and the website has practice tests which are very very helpful when studying for tests. The one text I look forward to reading every week. Highly recommended.

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