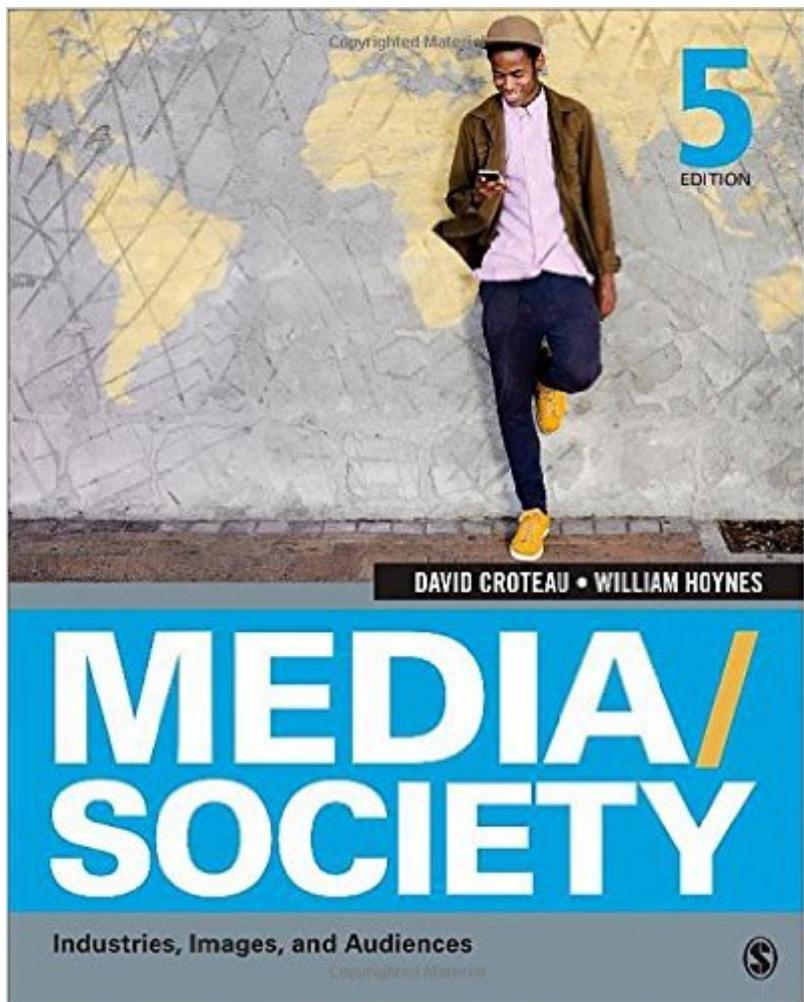


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Media/Society: Industries, Images, And Audiences



Synopsis

Media/Society: Industries, Images, and Audiences, Fifth Edition, by David Croteau and William Hoynes provides a framework for understanding the relationship between media and society and helps readers develop skills for critically evaluating both conventional wisdom and their own assumptions about the social role of the media. Retaining its acclaimed sociological framework, the Fifth Edition covers new studies, includes up-to-date material about today's rapidly changing media landscape, and significantly expands discussions of the "new media" world, including digitization, the Internet, the spread of mobile media devices, the role of user-generated content, the potential social impact of new media on society, and new media's effect on traditional media outlets. Updated research, the latest industry data, and current examples from popular media illustrate enduring themes in the sociology of media.

Book Information

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Customer Reviews

I used the Kindle version of this book for one of my communications courses and I really enjoyed it. The book was easy to read and follow and it used current events and issues as learning guides. Everything was also easily laid out so that the search feature on my Kindle worked well to find different course material that I needed. I loved this because any time that you can spare when studying is always a good thing.

The content was great, but the layout and navigation of the text was cumbersome and annoying.

For example, other e-books have a tiled view of the pages or other easy ways to navigate through the textbook. If I want to go to page 50, I literally have to swipe through every page from the beginning or end of a chapter to get to it. Thumbs down.

I am a Teaching Assistant and used this book for a communications class one semester. Easy to read, there interesting examples for each chapter. It is updated frequently enough to stay relevant.

its for a college course, not my choice of reading

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Good textbook. Shipped fast. Fair price.

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