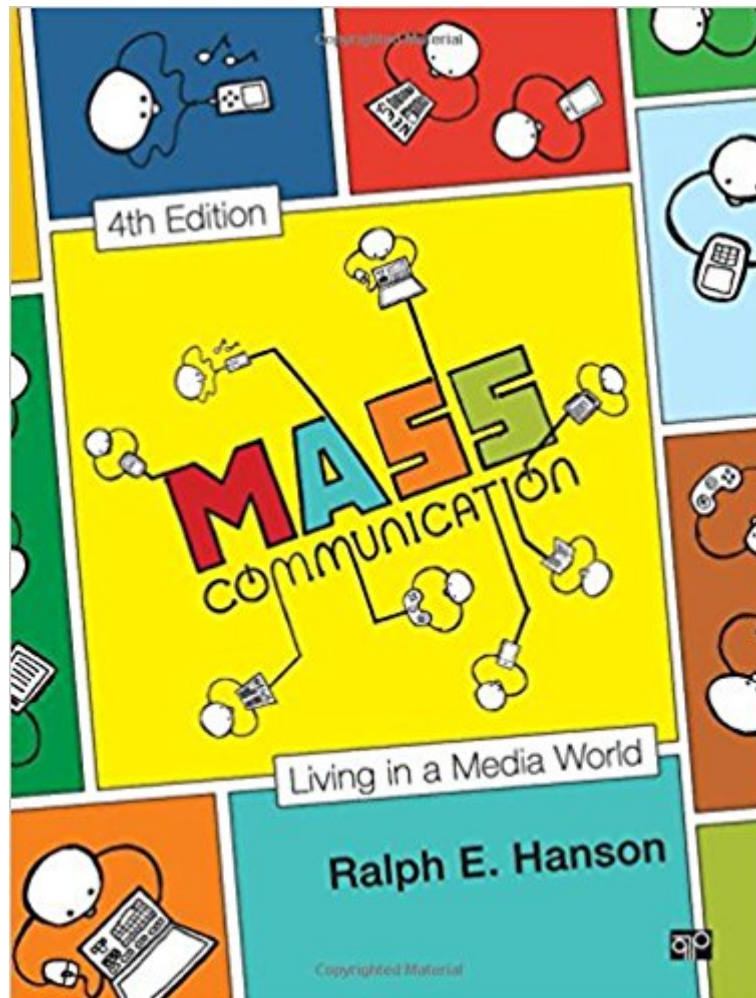


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Mass Communication: Living In A Media World (Media And Public Opinion), 4th Edition



Synopsis

View the interactive ebook here here That the media world is changing at a dizzying pace is a statement of the obvious. Yet, some things do remain constant. There are principles of media literacy, which once students have mastered, arm them with the tools and critical thinking they need to be savvy and self-aware consumers of the media. Ralph Hanson does this in every page of his book. Oh, but there is so much more. The fourth edition of Mass Communication is now a full-color Media Edition which means, at no extra cost to your students, they now have access to an interactive ebook when they buy a new print copy. Through a series of icons, students link to a wealth of multimedia assets-including audio, video, data, articles, reference, and policy backgrounders from CQ Researcher-right where it matters most: on the exact page where a topic is discussed. Students can immediately dive deeper and explore an important concept or idea while reading. There is also an important assessment piece. For each "Test Your Media Literacy" box, students can answer critical thinking questions, as well as take a chapter quiz making sure they master chapter objectives. All answers and quiz results feed an instructor gradebook so you can efficiently track participation and comprehension. It's an enhanced, enriching, and interactive learning experience. And for those who used Hanson for the past three editions, we know you appreciate the book's smart approach and value price. The good news is that there is one more tool to get students engaged and reading: a good read, an affordable price, and now, full-color design. The addition of color clearly enhances photos, but also improves the book's pedagogic muscle, with colored text that highlights the Seven Truths principles, with global icons signifying comparative examples and international content, and with a new "Test Your Visual Media Literacy" box that helps students really think about the reactions they have to media images they see everyday. Reminders of the book's media literacy principles are Hanson's Seven Truths "they" don't want you to know about the media: 1. The media are essential components of our lives. 2. There are no mainstream media (MSM). 3. Everything from the margin moves to the center. 4. Nothing's new-everything that happened in the past will happen again. 5. New media are always scary. 6. Activism and analysis is not the same thing. 7. There is no "they." 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

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Customer Reviews

Ralph E. Hanson is the chair of the Department of Communication at the University of Nebraska at Kearney. Previously, he was on the faculty of the P.I. Reed School of Journalism at West Virginia University where he taught for fifteen years. For more than fifteen years he has taught media literacy and introduction to mass communication. He was a founding developer of West Virginia University's online extended learning program He has also taught newswriting, blogging and commentary writing, community journalism, and diffusion of innovations. Ralph has a bachelor's degree in journalism and anthropology from Iowa State University, a master's degree in journalism from Iowa State, and a doctorate in sociology from Arizona State University. When Ralph is not out on his motorcycle, he is blogging on mass communication issues at <http://RalphEHanson.com> and tweeting at @ralpnehanson.

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 articles 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

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.

good

I bought this for my Mass Communications class this quarter at college. First off, it arrived very quickly, which is necessary at the beginning of the quarter when classes are starting. I read a little into the book before the class started, but once the class started and we got readings assigned, I started getting into this book. It is written in a clear way, with the time line at the beginning of each chapter and with a lot of interesting information. I would certainly suggest reading this book to media aficionados or people interested in the history of mass communications.

I love the price of this book! So glad I could buy this one, and not the 5th edition! It has pretty much all the same information!

This was a book I needed for class, but only if the teacher actually tested on what was read, ugh!! but a great book.

i need it for class and its really informative.

Quick shipment & looks as good as new! Very clear, fast responses from seller! Will make purchases in the future! S

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