



Media/Impact: An Introduction to Mass Media (with CD-ROM and InfoTrac)

Shirley Biagi

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Consistently praised for its engaging writing style, currency, and visual appeal, Media Impact introduces students to the basic mass media channels -- newspapers, magazines, electronic media, and the Internet -- in a manner that gets students excited and teaches them the impact of the media on individuals and society. Biagi includes a focused examination of the history, ethics, cultural and social implications, regulation, and technology that surrounds and controls the media. Now with more incorporation of new technologies in every chapter, the text also is enhanced with a CD-ROM, the text features a student study guide with chapter outlines and sample quizzes, video exercises, and a variety of activities that encourage students to interact with media and build their critical thinking skills.

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