

Dynamics of Mass Communication Media in Transition B&B Journalism



BOOK DETAILS

- Author : Joseph Dominick
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BOOK SYNOPSIS

Well-known for its balanced approach to media industries and professions, Dynamics of Mass Communication offers a lively, thorough, and objective introduction for mass communication majors and non-majors alike. Dynamics of Mass Communication takes a comprehensive and balanced look at the changing world of mass media. Social media, apps and the new media Goliaths are new and major themes of the 12th edition. Explore how the traditional mass media are dealing with shrinking audiences, evaporating advertising revenue and increased competition from the Internet. The 12th edition brings students up-to-date on the latest developments in the media world including cyber-bullying; new media business models; e-book readers affects on the traditional print publishing industry; online video sites such as YouTube and hulu.com.; the decoupling of advertising from media content, and much more.

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