

# Media Essentials A Brief Introduction

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## BOOK DETAILS

- Author : Richard Campbell
- Pages : 528 Pages
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## BOOK SYNOPSIS

Media Essentials focuses on the most pivotal aspects of mass communication, and its new edition is more effective than ever at helping students understand the everchanging mass-media landscape. It features new Media Convergence and Media Literacy boxes plus specific, detailed case studies; a newly integrated chapter on the history of journalism; and an expanded program of video clips on LaunchPad that drive home the books approach to media literacy and analysis.

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