



## Mass Media and Society in a Changing World (Revised Edition) (Paperback)

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By -

University Readers, United States, 2009. Paperback. Book Condition: New. 257 x 173 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Books on mass media and society are often too elementary or too academic for upper-level undergraduate students. This anthology occupies the middle ground: The articles are both scholarly and readable. They represent various methodological approaches, including historical and critical/cultural studies, as well as qualitative and quantitative analyses. What the articles have in common is that they provide scholarly insight without overly specialized vocabulary. In effect, the volume is intended to be accessible to upper-level undergraduates, while also providing cutting-edge scholarship for graduate students and scholars. A number of intertwined themes link the articles. The most important is the far-reaching impact of the libertarian philosophy on the development of the mass media and the latter's intersection with cultural transformation. The second is the transactional nature of mass media and society, with the two institutions interlocked in a loop of mutual impact. Closely related is the impact of communication technology, from Gutenberg's printing press in the 15th century to the digital technology of the 21st century. The book also includes a summary of the major theories of mass communication....



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