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Media Today: An Introduction to Mass Communication

By Turow, Joseph

Routledge, 2011. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: "Media Today is the best textbook to understand the organization, economics, and emerging trends within the U.S. media sector. Its institutional focus and the level of detail and updated knowledge it provides in this regard makes it the best textbook for an introductory media course." Gisela Gil-Egui, Fairfield University "What makes Media Today especially stand out is the extra attention to the dynamics of the ever-changing media industries. Joe Turow's book offers a nuanced, comprehensive and accessible treatment of how economic incentives and current trends in media matter for us and our democracy." Matt McAllister, Pennsylvania State University "Media Today engages students and serves as a helpful guide to our new media-saturated world. The writing is lively and concise, and the colorful illustrations are full of zest. Turow's dry wit engages students in a conversational narrative that prompts them to connect what they read to their own experience of contemporary media trends." Edward M. Clift, Woodbury University " Media Today skillfully weaves together all the core components needed for an introductory media course: basics of media literacy and criticism, details about a wide range of..."



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