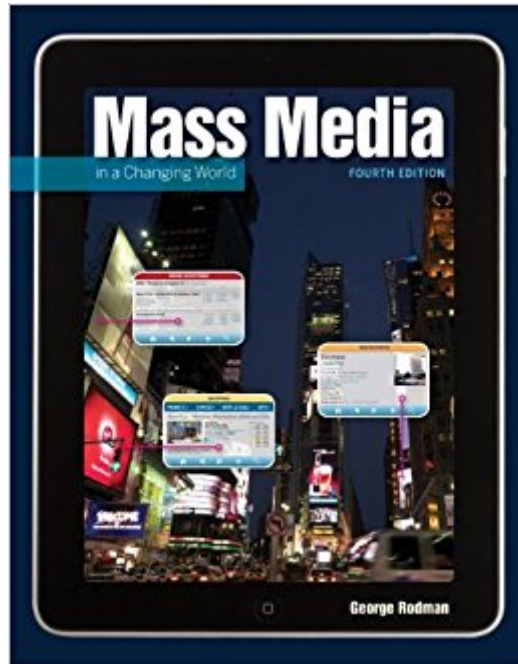




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Mass Media In A Changing World



Synopsis

Mass Media in a Changing World introduces students to the world of media through a unique structure that makes the material easily intelligible and meaningful to their lives. Each chapter is divided into three-part narrative sections: history, industry, and controversy. Mass Media in a Changing World is the story of where the media came from, why they do what they do, and why those actions cause controversies. The new fourth edition features coverage of new media and the significance of mobile media in mass communication including new sections on the convergence of economics of the online and mobile industries and the history of mobile media.

Book Information

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Customer Reviews

George Rodman is professor and chair of the Department of Television and Radio at Brooklyn College of the City University of New York, where he has taught for 30 years. His research interests include the role of humor in human communication and the effect of communication technology on psychological well-being. Rodman is the author, coauthor, and editor of several books, including ten editions of *Understanding Human Communication* (with Ron Adler, Oxford University Press), four editions of *Mass Media Issues* (Science Research Associates and Kendall/Hunt), *Making Sense of Media* (Allyn & Bacon, 2001), and four books on public speaking, including *The New Public Speaker* (Harcourt Brace, 1997), a book that features the role of public speaking in the media-information age. He has written for newspapers, magazines, journals, film, television, radio, and multimedia programs. He has appeared as both host and guest on local television programs.

While in graduate school, he was a winner on The Dating Game on ABC. Rodman has been listed in Who's Who in Entertainment and Who's Who in Education. He serves as the faculty adviser to The Excelsior, one of a pair of competing campus newspapers that were named third in the nation by the 2005 Princeton Review of America's Best Colleges. In 2005 he was named the Bernard H. Stern Professor of Humor and was awarded the Brooklyn College Award for Excellence in College Citizenship. He has been voted "Favorite Teacher" by graduating seniors several times, most recently in 2008. In a way, Rodman is genetically predisposed to an interest in mass media. His grandmother was a first cousin to, and grew up with, Hollywood mogul Cecil B. DeMille. His grandfather was a personal lab assistant to Thomas Edison, and was later president of the Radio Manufacturers Association. His father's start-up business ventures included importing European recording equipment, printing, and computer manufacturing. Rodman lives in Garden City, New York, with his wife Linda and three children: Jennifer, Alexandra, and Dean.

The price was good for the book I needed for a class

This Kindle version is NOT compatible with "Kindle for Android" app. This is not written anywhere in the description as far as I can tell. This would have been a helpful bit of information for me to have BEFORE I purchased it. As far as content is concerned (I am able to view it on "Kindle for PC" app) the book is a required textbook for me. I have found it to be very accessible and the layout is appealing so far. Although it would be even more "accessible" to me if I was actually able to view it on the device I purchased it for: (

I passed this class book was in excellent condition new used and very helpful in information in criticizing media class

I received the book in a couple days after ordering, so that was very nice. I do have an issue with this being a "new" book because Chapter 11 has been ripped out!

Bought it for my wife. It really helped her through the class she was taking.

Clean and neat. Just as described. The text itself is a little ADD in style. I find I have to really make sure I haven't missed anything. There are lots of sidebars and content in boxes and things like that.

does it job

I have never reviewed a textbook before, but this is the exception. Everyone in my online class was saying how interesting and excellent this book is -- and, it is! Informative, but entertaining as well.

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