



Mass Media in a Changing World

George Rodman

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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.

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