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Offering the most current coverage available, MEDIA NOW: UNDERSTANDING MEDIA, CULTURE, AND TECHNOLOGY, 9e equips readers with a thorough understanding of how media technologies develop, operate, converge, and affect society. The text provides a comprehensive introduction to today's global media environment and ongoing developments in technology, culture, and critical theory that continue to transform the rapidly evolving industry—and impact your daily life. Focusing on the essential history, theories, concepts, and technical knowledge, MEDIA NOW develops readers' media literacy skills to prepare them for work in the expanding fields of the Internet, interactive media, and traditional media industries. In addition to vivid infographics and illustrations, the cutting-edge Ninth Edition includes the latest developments and trends in social media, e-publishing, policy changes for Internet governance, online privacy protection, online ad exchanges, the changing video game industry, and much more. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

A number of high stakes conflicts — over net neutrality, streaming music, copyrights, the shifting fortunes of various media outlets, and divisive politics — continue to unfold over YouTube, Twitter, TV screens, and other mediated feeds. The speed at which these stories are consumed means that understanding the complex connections between the media and our culture is more important than ever. The new tenth edition of Media & Culture starts with the digital world students know and then goes further, focusing on what these constant changes mean to them. As always, Media & Culture brings together industry expertise, media history, and current trends for an exhilarating look at the media right now. Through new infographics, cross-reference pages, and a new digital jobs feature, this edition offers the most contemporary and compelling examinations yet of how the media industries connect, interlock, and converge.

In a media rich world, mass communication is all around us, from CNN, to your morning commute radio show, to Twitter. Introduction to Mass Communication: Media Literacy and Culture personalizes learning for every student, no matter whom they are or where they are, by giving them a deeper understanding of the role that media plays in both shaping and reflecting culture, while also helping them understand their role in society through that process. Introduction to Mass Communication: Media Literacy and Culture is an integrated program that encourages students to be active media consumers and gives them a deeper understanding of the role that the media play in both shaping and reflecting culture. Through this cultural perspective, students learn that audience members are as much a part of the mass communication process as are the media producers, technologies, and industries. This was the first, and remains the only, university-level program to make media literacy central to its approach, and given recent national and global turmoil, its emphasis on media use and democracy could not be more timely. The new edition maintains its commitment to enhancing students' critical thinking and media literacy skills. As in recent editions, chapters offer sections on smartphones, tablets, and social networking sites that discuss the impact of these technologies specific to the

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medium at hand. However, Chapter 10, now titled “The Internet and Social Media,” has undergone a major revision designed to focus greater attention on social media as a mass communication technology in its own right. Additionally, the new 9th edition will also feature SmartBook, the first and only adaptive reading experience, that highlights content based on what the individual student knows and doesn’t know, and provides focused help at that moment in need through targeted learning resources (including videos, animations, and other interactivities). SmartBook’s intuitive technology optimizes student study time by creating a personalized learning path for improved course performance.

This text makes explicit what has been implicit for so long: that media literacy skills can and should be taught directly and that, as we travel through the 21st century, media literacy is an essential survival skill for everyone in our society.... This text takes the position that media, audiences, and culture develop and evolve in concert. -Pref.

The ninth edition of Media Ethics: Issues and Cases has been updated to reflect the most pressing ethical issues in media. Featuring 25 new cases on hot topic issues from fake news to drones and a new chapter on social justice, this authoritative case book gives students the tools to make ethical decisions in an increasingly complex environment.

REVEL™ for Writing for the Mass Media offers clear writing, simple organization, abundant exercises, and precise examples that give students information about media writing and opportunities to develop their skills as professional writers. With a focus on a converged style of media writing, and converting that style into real work, REVEL for Writing for the Mass Media offers a combination of classic and ahead-of-the-curve content to best prepare students for their future careers. REVEL is Pearson’s newest way of delivering our respected content. Fully digital and highly engaging, REVEL offers an immersive learning experience designed for the way today’s students read, think, and learn. Enlivening course content with media interactives and assessments, REVEL empowers educators to increase engagement with the course, and to better connect with students. NOTE: REVEL is a fully digital delivery of Pearson content. This ISBN is for the standalone REVEL access card. In addition to this access card, you will need a course invite link, provided by your instructor, to register for and use REVEL.

Media Today uses convergence as a lens that puts students at the center of the profound changes in the 21st century media world. Through the convergence lens they learn to think critically about the role of media today and what these changes mean for their lives presently and in the future. The book’s media systems approach helps students to look carefully at how media content is created, distributed, and exhibited in the new world that the digital revolution has created. From newspapers to video games and social networking to mobile platforms, Media Today prepares students to live in the digital world of media.

Transform your students into smart, savvy consumers of the media. Mass Communication: Living in a Media World (Ralph E. Hanson) provides students with comprehensive yet concise coverage of all aspects of mass media, along with insightful analysis, robust pedagogy,

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and fun, conversational writing. In every chapter of this bestselling text, students will explore the latest developments and current events that are rapidly changing the media landscape. This newly revised Sixth Edition is packed with contemporary examples, engaging infographics, and compelling stories about the ways mass media shape our lives. From start to finish, students will learn the media literacy principles and critical thinking skills they need to become savvy media consumers.

Now in its ninth edition, *Media and Communication in Canada* continues to provide a comprehensive introduction to the study of media and communication in today's society. Thoroughly revised and updated, this authoritative guide explores the shifting nature of media and communication systems by examining traditional and new media, and a wealth of current media issues and trends. Highlighting historical and social contexts, theoretical perspectives, and cutting-edge research and debates, *Media and Communication in Canada* will help students think critically about the place and role of media and communication in their own lives and in Canadian society.

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