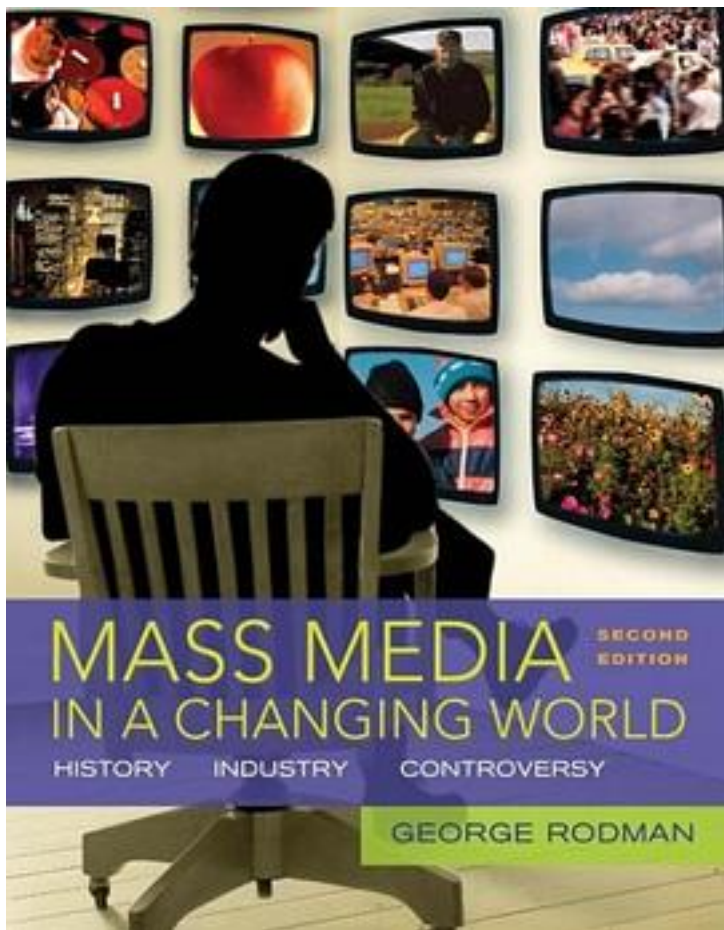


Mass Media in a Changing World



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This engaging new text 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. Each new copy of the text is packaged with a free Media World CD-ROM as well as free access to PowerWeb - a unique collection of course-specific current articles, real-time news, interactive exercises and assessment tools, research links, and more!

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