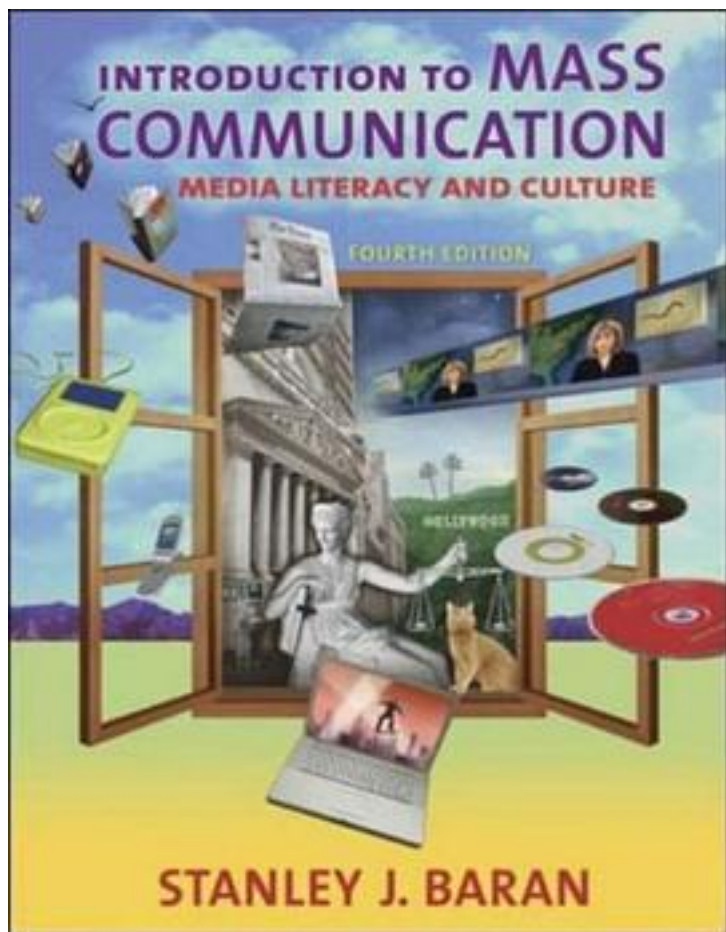


Introduction to Mass Communication



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This text encourages students to take more active roles as media consumers and gives them a deeper understanding of the role that the media play in both shaping and reflecting culture. The sixth edition features a complete updating of industry statistics

throughout, numerous new examples from the ongoing Iraq war, Virginia Tech shooting, and the US presidential election.

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