

Media Now



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MEDIA NOW, 2010 Update, 6th Edition, encourages users to think critically about the media and its effects on culture by providing them with a thorough understanding of how media technologies develop, operate, converge, and affect society. MEDIA NOW develops users' media literacy skills to prepare them for their encounters in the expanding fields of the Internet, interactive media, and traditional media industries through engaging, up-to-date material that covers the essential history, theories, concepts, and technical knowledge they need to thrive. The 2010 Update of the Sixth Edition provides a comprehensive, up-to-date introduction to today's global media environment with a focus on ongoing developments in technology, culture, and critical theory that continue to transform this rapidly evolving industry and affect our daily lives.

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