



# The Media of Mass Communication

*John Vivian*

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## **The Media of Mass Communication** John Vivian

The Media of Mass Communication, 11th edition, makes students understand how the media work and why. The book engages students as both consumers and creators of mass media and explore the latest mediaeconomic, technological, cultural and political shifts all in historical context. It also engages them with the coverage of ongoing transformations in mass media as analysts, examining the various ways in which media impacts the world as they hone their media literacy skills. Acknowledged for its dynamic writing style the book helps students see why the media are in such a tumultuous transition and provides tools for understanding the reshaping of the entire media industry.

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