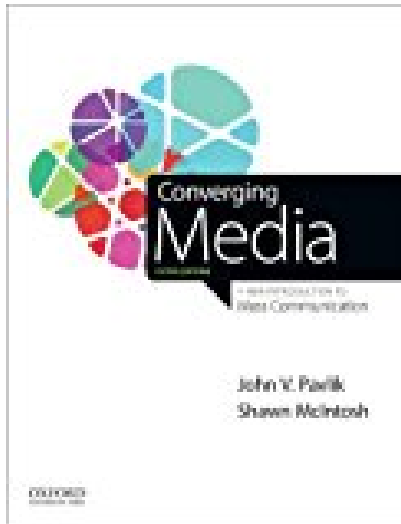


Converging Media A New Introduction to Mass Communication



BOOK DETAILS

- Author : John V. Pavlik
- Pages : 504 Pages
- Publisher : Oxford University Press
- Language : English
- ISBN : 0190271515



BOOK SYNOPSIS

Placing convergence at the center of the discussion, this text uses the technologies we employ every day to explain our current media environment, and to project where we might be headed. Rather than discussing each media industry in isolation, *Converging Media* shows how each branch of media -print, visual, and audio - relates to and influences the others.

CONVERGING MEDIA A NEW INTRODUCTION TO MASS COMMUNICATION

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