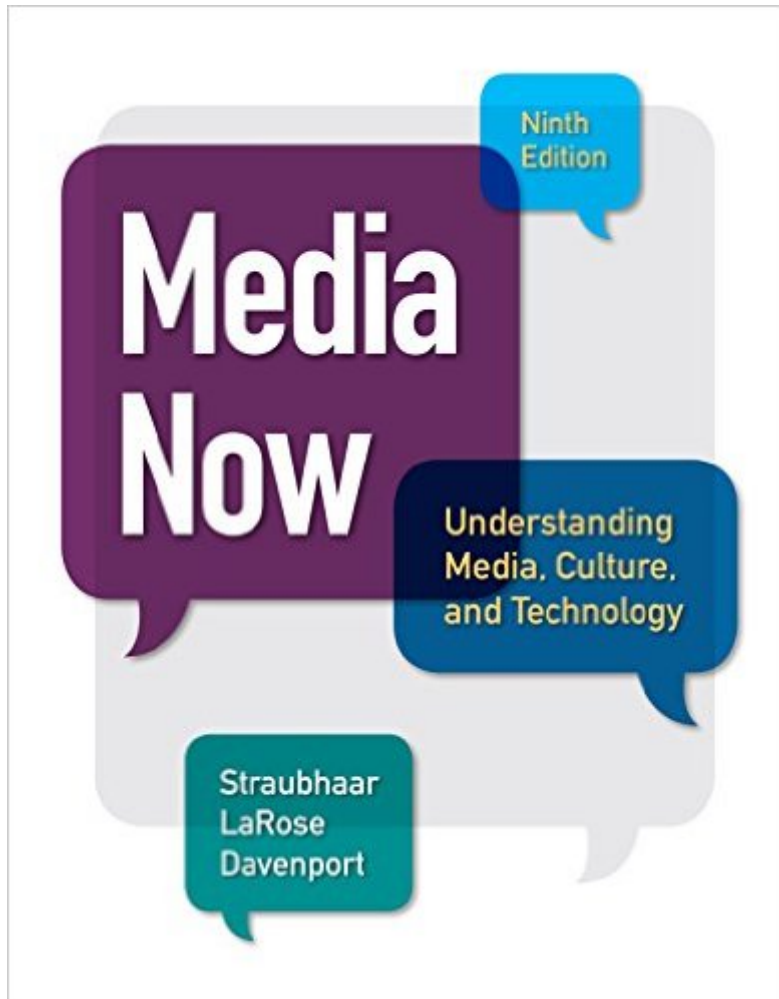


The book was found

Media Now: Understanding Media, Culture, And Technology



Synopsis

Offering the most current coverage available, **MEDIA NOW: UNDERSTANDING MEDIA, CULTURE, AND TECHNOLOGY**, 9e equips readers with a thorough understanding of how media technologies develop, operate, converge, and affect society. The text provides a comprehensive introduction to today's global media environment and ongoing developments in technology, culture, and critical theory that continue to transform the rapidly evolving industry—and impact your daily life. Focusing on the essential history, theories, concepts, and technical knowledge, **MEDIA NOW** develops readers' media literacy skills to prepare them for work in the expanding fields of the Internet, interactive media, and traditional media industries. In addition to vivid infographics and illustrations, the cutting-edge Ninth Edition includes the latest developments and trends in social media, e-publishing, policy changes for Internet governance, online privacy protection, online ad exchanges, the changing video game industry, and much more. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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Customer Reviews

I rented this book for class (because obviously it's way cheaper to do that) but I really wish I had bought it out right. There's so much invaluable info in this book and it's actually an interesting read.

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