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Her bestselling text, MEDIA/IMPACT: AN INTRODUCTION TO MASS MEDIA, is also published in Canadian, Greek, Spanish, and Korean editions. Biagi has authored several other Wadsworth Communication texts, including MEDIA/READER: PERSPECTIVES ON MASS MEDIA INDUSTRIES, EFFECTS AND ISSUES and INTERVIEWS THAT WORK: A PRACTICAL GUIDE FOR JOURNALISTS.

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Media/impact an introduction to mass media Updated 1st ed. This edition published in 1990 by Wadsworth in Belmont, Calif. Edition Notes Includes bibliographical references (p. 391-403). Classifications Dewey Decimal Class 302.23 Library of Congress P90 .B489 1990 ID Numbers Open Library ...

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Consistently praised for its engaging writing style, currency, and visual appeal, MEDIA/IMPACT: AN INTRODUCTION TO MASS MEDIA, 12th Edition focuses students on today's digital mass media industries and support businesses as well as the legal, ethical, social, global, and technological issues that these businesses face every day. The twelfth edition focuses on convergence--how the mass media industries are intersecting to deliver content and how audiences are adapting to the new mass media ...

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Media/Impact: An Introduction To Mass Media. Shirley Biagi. From media history to today's rapid-fire changes, MEDIA/IMPACT: AN INTRODUCTION TO MASS MEDIA, 12th Edition takes you on an exciting tour of the events, people, money, and technologies that have shaped the mass media industries. Known for its engaging writing style, current coverage, and visual appeal, the book explores the legal, ethical, social, and global issues facing the mass media industries every day.

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In addition to that, the media themselves have to introspect and analyze whether they are doing their job in accordance with the noble intentions that underpin the media industry. Only when there is critical, self-analysis and effective regulation of the media by the government can there be a symbiotic relationship between the various pillars of democracy that is healthy and productive.

Introduction to Media - A Brief History

As shown in An Introduction to Mass Media, newspaper was the first mass media available to deliver news and information from 1690 until the introduction of radio in 1920. Newspaper has already become the only source of

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information and news to get from during the past century. It was the only way for a large number of people to get the news.

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To give a brief history on the beginnings of mass media some historians believe that medieval European cathedral architecture functioned as [the first] mass medium of religious communication by offering biblical stories and religious information to a largely illiterate population through the use of painting, sculpture, and other visual arts ” (Grolier Multimedia Encyclopedia, 2013, p. 1], but really mass media starts as an “ industrial-era phenomenon ” with the Gutenberg printing press (p ...

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