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Media Now: Understanding Media, Culture, And Technology



Synopsis

Providing a thorough explanation of how media technologies develop, operate, converge, and affect society, **MEDIA NOW: UNDERSTANDING MEDIA, CULTURE, AND TECHNOLOGY**, 9e empowers you to think critically about the media and its effects on culture. It provides a comprehensive introduction to today's global media environment and the ongoing developments in technology, culture, and critical theory that continue to transform this rapidly evolving industry?and affect your everyday life. With its cutting-edge coverage of the essential history, theories, concepts, and technical knowledge, **MEDIA NOW** helps you sharpen your media literacy skills?preparing you for work in the expanding fields of the Internet, interactive media, and traditional media industries. It 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.

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Customer Reviews

"The thing that Straubhaar seems to do better than most is be "today." It is very strong on current issues with up-to-date examples in each media form." "The Straubhaar text is a well-written and comprehensive look at media, culture and technology that affect mass communications consumers and the practice of journalism. The fresh mix of explanations, references and illustrative graphics sets it apart from other books covering a similar range of topics, and gives students relevant food for thought toward sharpening their media literacy or considering communications careers."

Dr. Joseph D. Straubhaar is the Amon G. Carter Centennial Professor of Communication in the Radio-TV-Film Department and Latino Media Studies Director in the Moody College of Communication at the University of Texas at Austin. He previously served as Director of the Center for Brazilian Studies within the Lozano Long Institute for Latin American Studies. Dr. Straubhaar has published books, articles, and essays on international communication, global media, digital inclusion, international telecommunications, Brazilian television, Latin American media, comparative analyses of new television technologies, media flow and culture, and other topics. His primary teaching, research, and writing interests include global media, international communication and cultural theory, the digital divide in the United States and other countries, and global television studies. In addition to his own research in Latin America, Asia, and Africa, Dr. Straubhaar has taken student groups to Latin America and Asia, and he has presented seminars abroad on media research, television programming strategies, and telecommunications privatization. Currently he serves on the editorial boards of COMMUNICATION THEORY, MEDIA INDUSTRIES, CHINESE JOURNAL OF COMMUNICATION, JOURNAL OF LATIN AMERICAN COMMUNICATION RESEARCH, STUDIES IN LATIN AMERICAN POPULAR CULTURE, COMUNICACIÃO E CULTURA, and REVISTA INTERCOM. Visit Professor Straubhaar at

<http://rtf.utexas.edu/faculty/joe-straubhaar>. Dr. Robert LaRose is an Emeritus full professor in the Department of Media and Information at Michigan State University. He was recently honored with the MSU William J. Beal Outstanding Faculty Award. Other accolades include the Outstanding Article Award of the Year in the field of communication from the International Communication Association and the McQuail Award for the Best Article Advancing Communication Theory from Amsterdam School of Communication Research for his 2010 paper "The Problem of Media Habits". Dr. LaRose conducts research on the uses and effects of the Internet and has published and presented numerous articles, essays, and book chapters on computer-mediated communication, social cognitive explanations of the Internet and its effects on behavior, understanding Internet usage, privacy, and more. In addition to his teaching and research, he is an avid watercolor painter and traveler. Visit Professor LaRose at <http://www.msu.edu/~larose>. Dr. Lucinda Davenport is the Director of the School of Journalism at Michigan State University, a nationally accredited program since 1949. She previously served as Associate Dean for Graduate Studies in the College of Communication Arts and Sciences, among other administrative positions. In addition to the Michigan State University Excellence in Teaching Award and the College of Communication Arts and Sciences Faculty Impact Award, she has earned national honors for her research, which

focuses mainly on news media and innovative technology, media history, and journalistic ethics. Dr. Davenport has professional experience in newspaper, radio, television, public relations, and digital news, and she is known to be an innovator with digital news and journalism education. She earned her Ph.D. in mass communication from Ohio University, an MA in journalism from the University of Iowa, and a BA double major in journalism and Radio/TV/Film from Baylor University. Her master's thesis and doctoral dissertation were firsts in the country on computerized information services and online news. Visit Dr. Davenport at <http://jrn.msu.edu>.

Honestly, my class at UC doesn't need it. I felt it was pretty wasteful when I bought it. Read Chapter 1 and found it pretty interesting. Even the professor said it is required for the course, it is not really 'required'. Honestly, I didn't touch the book after the 3rd week of school and still get perfect A. If you are a book worm, I wouldn't stop you from getting this book, it is a good read.

Although this textbook was mandatory for my Media In Society class, it's a great way to learn about different media types and their affects on society. This is a wonderful textbook. It uses really current examples and teaches each media outlet first using chronological advancements then hits the more technical aspects. Really great for anyone looking to learn about media, communication studies, or even those just looking to learn more about technology.

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.

Thanks

Required text for an Intro to Mass Media college course. This is one of the better textbooks I've had to use. Great layout and hierarchy make readability and learning easier. Good book to buy even if not required and you want to learn more about media and communications.

i like the history.

This book is difficult to read in the Kindle format. I am unable to make the text larger. There are a lot of graphics that are too small to read. I'd like to return this and purchase the book in paper format.

It was a good textbook, very straight forward and easy to read.

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