



Introduction to Mass Communication: Media Literacy and Culture with Media World 2.0 DVD-ROM

Stanley Baran

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This text encourages students to take more active roles as media consumers and gives them a deeper understanding of the role that the media play in both shaping and reflecting culture. Through this cultural perspective, students learn that audience members are as much a part of the mass communication process as are the media producers, technologies, and industries. This was the first university-level text to make media literacy central to its approach.

Building on this tested emphasis, the fifth edition features a newly merged chapter on Cable and Television, a new chapter on The Evolving Mass Communication Process, updates on recent technologies and government rulings, including the Patriot Act, the Supreme Court ruling on Peer-2-Peer file-sharing on Grokster, "net neutrality," municipal WiFi, new advertising industry metrics such as ROI, BitTorrent, video news releases, and much more!

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