

Media Impact An Introduction To M Media

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What mass media does to the society. Mass media in the past. When technology needed outlets and there was a limited mobility of receiving messages. Mass media in the present. When wifi was introduced giving receivers more mobility and more choices when it came to the consumption of mass media.

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Introduction to Social Media. When used properly, social media can be a valuable addition to a department's communications strategy.

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Compared to "Introduction to Mass Communication: Media Literacy and Culture" by Stanley J. Baran, this book spends little time on theory and in-depth analysis, choosing instead to waste massive amounts of time on trivia about each medium and on explaining the obvious, like "you use Snapchat in your daily life!" and "VR exists!"

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Media Impact: An Introduction to Mass Media (Wadsworth Series in Mass Communication and Journalism: General Mass Communication)

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