

## Media Now: Understanding Media, Culture, and Technology (Paperback)



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*It is simple in study safer to understand. It can be full of knowledge and wisdom Your way of life span is going to be enhance when you full looking at this book.*

*(Lavina Torp)*

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Cengage Learning, Inc, United States, 2017. Paperback. Condition: New. 10th edition. Language: English . Brand New Book. Reflecting the latest developments and emerging issues from the field, MEDIA NOW: UNDERSTANDING MEDIA, CULTURE, AND TECHNOLOGY, 10th Edition, thoroughly illustrates how media technologies develop, operate, converge, and affect society. The text gives you a comprehensive introduction to today's global media environment and explores the ongoing developments in technology, culture, and critical theory that transform this rapidly evolving industry -- and impact your everyday life. Cutting-edge coverage of the essential history, theories, concepts, and technical knowledge prepares you for a career in the fields of online, interactive, and traditional media. Expanded coverage includes mobile media consumption, policy changes for Internet governance, international trends, online privacy protection, media ethics, new media, and more. In addition, the MindTap (R) digital learning platform available with this text delivers the ultimate personal learning experience to maximize your course success.



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