



Dynamics of Mass Communication: Media in Transition (B&B Journalism)

By Joseph Dominick

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By Joseph Dominick

Well-known for its balanced approach to media industries and professions, ***Dynamics of Mass Communication*** offers a lively, thorough, and objective introduction for mass communication majors and non-majors alike. ***Dynamics of Mass Communication*** takes a comprehensive and balanced look at the changing world of mass media. Social media, ‘apps’ and the new media Goliaths are new and major themes of the 12th edition. Explore how the traditional mass media are dealing with shrinking audiences, evaporating advertising revenue and increased competition from the Internet. The 12th edition brings students up-to-date on the latest developments in the media world including cyber-bullying; new media business models; e-book readers’ affects on the traditional print publishing industry; online video sites such as YouTube and hulu.com.; the decoupling of advertising from media content, and much more.

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Bibliography

- Sales Rank: #294420 in Books
- Brand: Brand: McGraw-Hill Humanities/Social Sciences/Languages
- Published on: 2012-03-02
- Original language: English
- Number of items: 1
- Dimensions: 10.80" h x .70" w x 8.80" l, 2.20 pounds
- Binding: Paperback
- 496 pages

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Editorial Review

About the Author

Joseph R. Dominick received his undergraduate degree from the University of Illinois and his Ph.D. from Michigan State University in 1970. He taught for four years at Queens College of the City University of New York before coming to the College of Journalism and Mass Communication at the University of Georgia where, from 1980 to 1985, he served as head of the Radio-TV-Film Sequence. Dr. Dominick is the author of three books in addition to The Dynamics of Mass Communication and has published more than thirty articles in scholarly journals. From 1976 to 1980, Dr. Dominick served as editor of the Journal of Broadcasting. He has received research grants from the National Association of Broadcasters and from the American Broadcasting Company and has consulted for such organizations as the Robert Wood Johnson Foundation and the American Chemical Society.

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