



Media Today: An Introduction to Mass Communication

Joseph Turow

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Author Joe Turow's unique "media systems" approach reveals the forces that guide the creation, distribution, and exhibition of media. By showing students how the media operates—through a mass production process, rather than an assumed mass audience—and heightening their awareness of political and commercial influences, Turow encourages them to examine and think critically about everything they see and read.

The Second Edition emphasizes the necessity of media literacy by outlining the principles that students need to understand and skills they must acquire in order to exhibit the attributes of a media-literate consumer.

- Chapters 5 and 6 highlight the guiding trends in media today and demonstrate how those trends operate within the three largest media conglomerates in the world—Disney, AOL/Time Warner, and NewsCorp.
- *Critical Consumer* boxes challenge students to think critically about controversies portrayed in the TV programs they watch, music they listen to, and the books and magazines they read, while exploring the effects and implications of mass media on society and the individual.
- *Technology & Infrastructure* boxes demystify mass media technologies by explaining how they work, helping students understand the increasing role of technology in the production, distribution, and exhibition of content across media outlets and around the world.
- *WorldView* boxes provide an up-to-date perspective on the influence and availability of media throughout the world and show students the social implications of media industries and products worldwide.
- *Media Research* boxes introduce students to practical aspects of real-world media research and discuss the impact of research findings on products and systems.

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