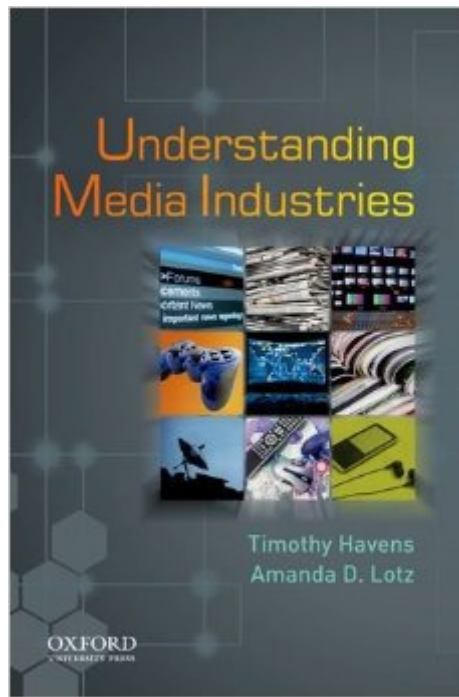


The book was found

Understanding Media Industries



Synopsis

This is an introduction to the media industries, a topic that sometimes has its own course but is also incorporated into courses on media criticism, media literacy, and even a basic mass media course where the instructor wishes to teach from topical paperbacks as opposed to a big textbook. The book examines the influence of media industry organization and practices on society; at the same time, it offers students pursuing both scholarly and professional careers related to the media industries a comprehensive overview of how the industries work, why they work as they do, and what the broader theoretical and practical implications of the media industries are. Questions such as "why is media industry organization important?", "how do we make sense of media industry changes?" and "what are the key issues facing media industries?" animate the analysis.

Book Information

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Average Customer Review: 3.5 out of 5 starsÂ Â See all reviewsÂ (4 customer reviews)

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Customer Reviews

Somewhat interesting, very informative. But dry and wordy.. It reads like a not concise text book...

I'm not a fan

Dry read for a kinda interesting subject all the information is there though

Blah Blah, text book.

Got it as expected

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