

Mass Communication: Living in a Media World

By Ralph E. Hanson

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Skills to Succeed in Today's Media World

Designed to give students the media literacy principles and critical thinking skills they need to become smart consumers of the media, **Mass Communication: Living in the Media World** provides comprehensive yet concise coverage of all aspects of mass media, along with insightful analysis and fun, conversational writing. In every chapter, students will explore the latest developments and current events that are changing the face of media today. The newly revised four-color **Fifth Edition** introduces a new “Media Transformations” box feature that highlights dynamic changes to how we produce and consume media. Each “Media Transformations” box includes a new infographic that helps illustrate key issues and promotes data and media literacy. **Mass Communication** is an interactive learning experience where you'll explore the latest developments that are changing today's media world.

Mass Communication: Living in a Media World By Ralph E. Hanson Bibliography

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Editorial Review

Review

“Students seem to really enjoy the Hanson book. They like the fact that the book looks back and looks ahead – that it ties the history of the media and media professions to the future.” (Jeff South)

“The review questions and quizzes are very valuable to the students and a great help to them.” (Richard F. Taflinger)

“Excellent opening vignettes. Hanson does a good job of providing just the right amount of depth to his historical accounts to make them lively and interesting” (Philip A. Thompsen, Ph.D.)

About the Author

Ralph E. Hanson is a professor in the communication department at the University of Nebraska at Kearney, where he teaches courses in writing, blogging, reporting, and mass communication. Previously, he was on the faculty at West Virginia University and Northern Arizona University. He has been teaching introduction to mass communication at least 20 years, and he has worked extensively on developing online courses and degree programs. Hanson has a bachelor's degree in journalism and anthropology from Iowa State University, a master's degree in journalism from Iowa State, and a doctorate in sociology from Arizona State University. He is currently working on research about the connection between sports boycotts and civil rights legislation. When Ralph is not out on his motorcycle riding to places a long ways from Nebraska, he is blogging on mass communication issues at <http://ralpnehanson.com>. He tweets as @ralpnehanson.

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