



Mass Communications and Media Studies: An Introduction

Peyton Paxson

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Mass Communications and Media Studies: An Introduction serves as a primary text for media studies courses at two-year colleges. It briefly surveys the history of mass communication media, discusses the current state of each medium, and anticipates the future of mass media. Its focus is a broad survey of the mass media industry and the role it plays in society, which distinguishes it from books that focus solely on communications theory.

***Mass Communications and Media Studies: An Introduction* is comprehensive yet concise. Divided into twelve chapters, it can be used in either 16-week semesters or 12-week terms. Written in an accessible and well-organized manner, and directed toward a distinct yet sizeable (and currently underserved) student population, this textbook should prove attractive to a great number of two-year college faculty members.**



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