



Converging Media: A New Introduction To Mass Communication

By John V. Pavlik, Shawn McIntosh

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Editorial Review

Review

"I have been searching for a textbook that does not relegate issues of new media into a final chapter, but rather one that effectively interweaves the function and influence of digital media with traditional mass media formats. I am elated to see a textbook with this mission and will eagerly adopt Converging Media for my courses."

--Mina Tsay, Boston University

"The overall message of Converging Media-- that convergence is here and needs to be a primary consideration in understanding a changing media industry (even while the jury is still out on so many issues)-- is a focus and treatment our field has been in dire need of and sorely awaiting."

--Thom Gencarelli, Manhattan College

"The histories of mass media are constantly overlapping. This book seems organized with that in mind. By marrying print media together in a single chapter and visual media together in another, this text creates a framework to discuss multiple media simultaneously."

--Chad Harriss, Alfred University

About the Author

John V. Pavlik is Professor in the Department of Journalism and Media Studies at the School of Communication and Information and Director of the Journalism Research Institute at Rutgers, the State University of New Jersey.

Shawn McIntosh is a lecturer in strategic communications at Columbia University's School of Continuing Education.

Users Review

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Nancy Wiersma:

The guide with title Converging Media: A New Introduction To Mass Communication has a lot of information that you can understand it. You can get a lot of advantage after read this book. This specific book exist new know-how the information that exist in this book represented the condition of the world today. That is important to yo7u to find out how the improvement of the world. This book will bring you in new era of the the positive effect. You can read the e-book with your smart phone, so you can read the item anywhere you want.

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