

Dynamics of Mass Communications: Media in the Digital Age with Media World DVD and PowerWeb

By Joseph R Dominick

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Well-known for its balanced approach to media industries and professions, *Dynamics of Mass Communication* offers a lively, thorough, and objective introduction for mass communication majors and nonmajors alike. This new edition embraces the digital age with a free Student DVD that adds video and interactivity to the student's textbook experience and brings students up-to-date on the latest developments in mass communication,--from the emerging role of cell phones and iPods in the mass media mix to the growing impact of blogs on the practice of journalism.

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Editorial Review

About the Author
Joseph R. Dominick received his undergraduate degree from the University of Illinois and his Ph.D. from Michigan State University in 1970. He taught for four years at Queens College of the City University of New York before coming to the College of Journalism and Mass Communication at the University of Georgia where, from 1980 to 1985, he served as head of the Radio-TV-Film Sequence. Dr. Dominick is the author of three books in addition to The Dynamics of Mass Communication and has published more than thirty articles in scholarly journals. From 1976 to 1980, Dr. Dominick served as editor of the Journal of Broadcasting. He has received research grants from the National Association of Broadcasters and from the American Broadcasting Company and has consulted for such organizations as the Robert Wood Johnson Foundation and the American Chemical Society.

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