



A History of Mass Communication

Irving Fang

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This exciting new text traces the common themes in the long and complex history of mass communication. It shows how the means of communicating grew out of their eras, how they developed, how they influenced the societies of those eras, and how they have continued to exert their influence upon subsequent generations.

The book is divided into six periods which are identified as 'Information Revolutions' writing, printing, mass media, entertainment, the 'toolshed' (which we call 'home' now), and the Information Highway. In looking at the ways in which the tools of communication have influenced and been influenced by social change, A History of Mass Communication provides students of media and journalism with a strong sense of the way their chosen field affects how society functions. Providing a broad-based approach to media history, Dr. Fang encourages the reader to take a careful look at where our culture is headed through the tools we use to communicate with one another. A History of Mass Communication is not only the most current text on communication history, but also an invaluable resource for anyone interested in how methods of communication affect society.

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