

Media & Culture: Mass Communication in a Digital Age

Richard Campbell, Christopher R. Martin, Bettina Fabos



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Mass media have taken the digital turn: they have made the transition from the analog past into our digital future. Today's communication students need a book that keeps pace with those changes—and with their own experiences as media consumers. While students may be familiar with the latest technology, *Media & Culture* can help enhance their understanding of how we arrived at this point, and where we're headed. The new edition explores the effects of the digital turn with new and informative part openers that dig into our media consumption habits, a brand-new chapter on digital gaming that goes deeper and further than other media books, and an integrated VideoCentral program throughout the book that converges the print text with the Web. Using its signature critical process and cultural perspective, *Media & Culture* shows how digital media really work—and how students can become informed media consumers and critics.

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