

Media Essentials: A Brief Introduction

By Richard Campbell, Christopher Martin, Bettina Fabos

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Media Essentials focuses on the fundamentals of mass communication, helping students keep pace with today's rapidly evolving and converging media. Best-selling authors Richard Campbell, Christopher R. Martin, and Bettina Fabos distill the essential information on media industries and major concepts, incorporate their accessible critical approach, and give students all the study tools they need to succeed in the course and be savvy media consumers. For the second edition of *Media Essentials*, the authors have added and enriched coverage of media topics instructors asked for, including videogames, convergence, media literacy, streaming music, online journalism, and more. This all comes together in a brief, attractive format — for a very attractive price, about 50% less than competing texts.

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