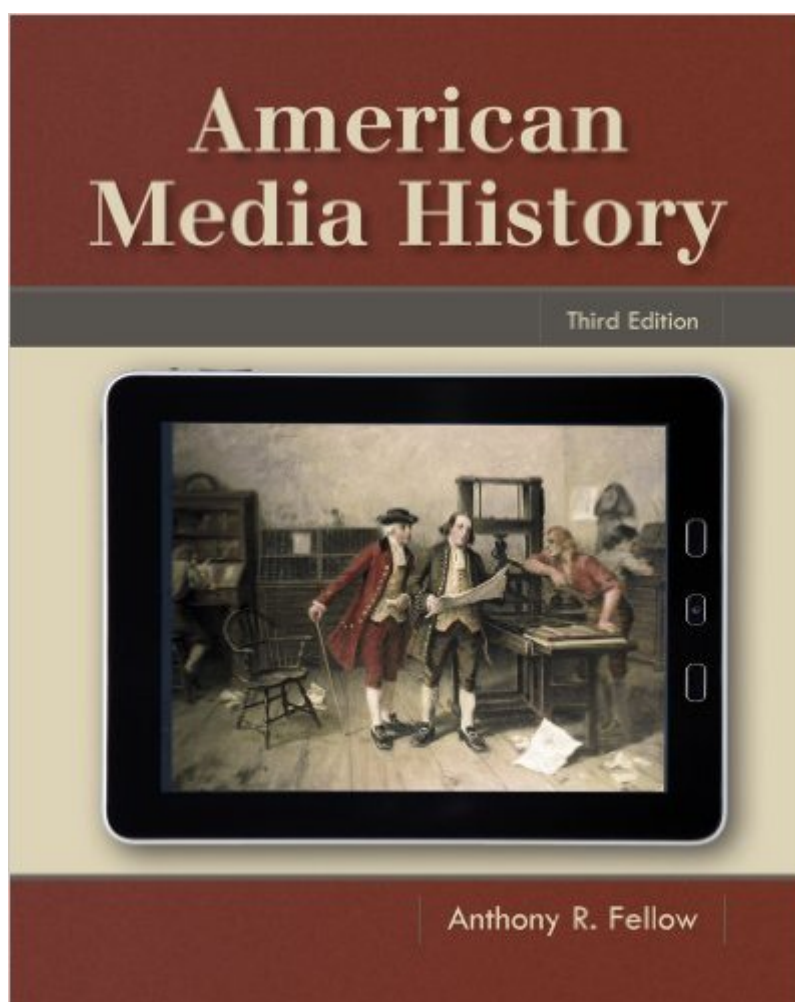


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# American Media History



## Synopsis

AMERICAN MEDIA HISTORY, THIRD EDITION, is a lively, engaging text that focuses on the development of the American media and its impact on society. Each chapter centers on the development of a particular medium. The narrative incorporates brief biographies of important media figures, first-person accounts of experiences with the media, and primary materials to keep students engrossed in the content.

## Book Information

Paperback: 496 pages

Publisher: Cengage Learning; 3 edition (January 1, 2012)

Language: English

ISBN-10: 111134812X

ISBN-13: 978-1111348120

Product Dimensions: 7.3 x 0.8 x 9 inches

Shipping Weight: 1.6 pounds (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 stars [See all reviews](#) (4 customer reviews)

Best Sellers Rank: #343,275 in Books (See Top 100 in Books) #240 in [Books > Business & Money > Industries > Media & Communications](#) #438 in [Books > Textbooks > Communication & Journalism > Media Studies](#) #554 in [Books > Textbooks > Communication & Journalism > Communications](#)

## Customer Reviews

Required book for my class so some sections are very bland and dry and hold some interesting viewpoints on our early American history. Not a terrible book but read it in the morning so you don't fall asleep.

This book needs to be re-edited. There are so many misspellings of people's names. For example, Bob Dylan is "Boy Dylan" in this book. On the same page, it calls Alan Freed "Alan Fred." Also, there is sometimes misleading information. For example, the book paraphrased a passage from a book on William Randolph Hearst, but when I read that passage in the original source, it was saying something completely different. The book can be confusing and seems to expect you to have previous knowledge of the subject and, therefore, often doesn't fully explain concepts.

I don't remember reading this... I probably did... I guess its good

My school bookstore ran out of these books and I needed it in less than a week. It made it with days to spare and it was exactly as described.

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