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Get a tougher understanding on today's digital world as Media Essentials breaks products and currently personalities in the public eye to important information and ideas about the media. Richard Campbell directs the journalism program at the University of Miami in Oxford, Ohio. He is also interim Chairman of the Communications Department. He is the author of 60 Minutes and News: Mythology for Middle America and co-author of The Disturbing Coverage: Television News, Antico Cocaine Crusade and The Reagan Legacy. Campbell has written for both academic and popular trade journals, including the Columbia Journalism Review, Journal of Communication, Critical Studies in Media Communication and Television quarterly. Campbell earned his doctorate in radio-television-film from Northwestern University, where he was a Danforth fellow. He has previously taught at the University of Wisconsin-Milwaukee, Mount Mary College, The Middle University of Tennessee and the University of Michigan. He has also worked as a print reporter and TV and radio news writer in Milwaukee. Bettina Fabos, an award-winning video maker and former print reporter, is an assistant professor of visual communications and interactive media studies at the University of Northern Iowa. He is the author of the book The Wrong Turn on the Information Superhighway: Education and Commercialized Internet (2003). Its areas of expertise include critical media literacy, the commercialization of the Internet, the role of the Internet in education and the media's perception of popular culture. Essentials media focuses on the basics of mass communication, helping students keep up with today's fast-paced and converging media. Bestselling authors Richard Campbell, Christopher R. Martin and Bettina Fabos distill important information about the media industry and basic concepts, incorporate their accessible critical approach, and give students all the learning tools needed to succeed in the course and be savvy media consumers. For the second edition of Media Essentials, the authors added and enriched the media coverage of the topics the instructors asked for, including video games, convergence, media literacy, music streaming, online journalism, and more. A short and accessible resource for a mass communication course, Media Essentials provides a flexible, informative and appropriate breakdown of what the media is, how they work, and how it affects the most talked about topics today. From #metoo to streaming content on social media and politics, students will learn how a wide range of recent events have affected the media landscape - and how past innovations and changes have informed our current world of media information. Media Essentials is available with LaunchPad, a robust online platform designed to help students fully interact with course content - and with the world of media. From our famous learningCurve adaptive quiz that helps students and save concepts to compelling features such as interactive e-book and various entertaining and thought-provoking video clips. LaunchPad gets students involved with - and are interested in - the information they need to excel in the classroom. 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Measuring Television ViewingThe major Television Programming Corporation in the Democratic Society Chapter Essentials 9 Internet and New Technologies: Media Converge Early History of Internet Military Functions, Civic Roots Pure Expands the Evolution of the Internet: Going Commercial, Getting Social, Making Sense of the Commercialization of the Internet Internet Gets Social LaunchPad Clip The Rise of Social Media Next Era : Semantic Website LaunchPad Clip Internet in 1995: NetTHE DIGITAL TURN Case Case Social Media Fraud and Election Web Clip Understanding of Social Media Fraud Economy Internet Property : Management of Internet Target Advertising and Data Mining MEDIA LITERACY CASE STUDY Net Neutrality LaunchPad Clip Reddit CEO of Network Security: What is Private? Personal Security: Internet Predators, The Spread of Hate, and The Solution That Appropriately The Internet in a Democratic Access Society: Closing the Digital Ownership Gap and Customizing Chapters 10 Digital Games and Media Playground Early History of Digital Gaming Mechanical Games First Video Games Evolution of Digital Gaming Arcade and Classic Gaming Consoles Power Up Computer Gaming Online and Social Gaming Trends and Problems in Digital Gaming Communities : Inside the Community Game Game: Outside of the Game Of Immersion and Addiction DIGITAL TURN Case in The Great Wide Open: Pokemon Go and the Future of Mobile Games Web Clip Pokemon Go and Mobile GamesVis and MisogynyMEDIA LITERACY An example of combating the dark side of game culture: Anita Sarkisian and feminist frequency LaunchPad clip by Anita Sarkisian and #GamerGateThe The Economy of Digital Games Digital Games Digital Games in the Democratic Society of Self-Regulation of Free Speech and Video Games Alternative Voices Chapter Basics MEDIA FRAMING INDUSTRIES11 Advertising and Commercial Culture Early History of American Advertising: 1850s To 1950s First Advertising Agency Retail Stores: The Birth of Branding Patent Medicines: Creating Outrageous Claims Department stores: Fueling Consumer Culture Transforming the American Society of Early Regulation Advertising : 1950s to date Visual Design Comes to the Forefront of New Breeds of Advertising Agencies Being Born Advertising Agencies Develop Distinctive Structures in the Internet and Mobile Advertising Change the Advertising Landscape of the Padd Launch Video Advertising in the Digital Age of digital design (Clip on launchPad) Internet vs. TV Ad Spending Persuasive Techniques in Modern Advertising using conventional compelling strategies linking products with the values of MEDIA LITERACY CASE CASE STUDY Idiots and Objects: Stereotypes in Advertising Insert Web Clip Parodying Advertising Stereotypes Telling Stories Of Product Placement in The Commercial Speech and Regulating Advertising Targeting Children and Teens LaunchPad Clip Advertising The launch of anorexia and overeating Promoting Smoking Promoting Drinking Hawking Drugs directly to consumers monitoring advertising in the advertising industry Advertising in the Democratic Society Chapter 12 Public Relations and Framing Post Early Public Relations History Age Press Agent: P. T. Barnum and Buffalo Bill Business host The Press Agent Methods of Professional Public Relations Emerges Evolution of Public Relations MEDIA LITERACY CASE CASE Invisible Hand PR Web Clip Influence of Edward Bernays PR agencies and in-house PR headquarters A closer look at public relations Features DIGITAL TURN Study of Military PR in the Digital Age (Web Clip) PR and Lady Gaga's Communications With the Public in the Internet Relations Age And The Press Elements of Interdependence Journalists Skepticism About PR-Practice LaunchPad Clip Give and Take: Public Relations and Journalism Formation PR Image Public Relations in the Democratic Society Chapter Basics MEDIA EXPRESSIONS 13 Legal Control and Freedom The Origin of Free Expression and Free Press A Closer Look at First Amendment Interpretation of Free Expression Evolution of Censorship Of Unprotected Expressions DIGITAL TURN Example of Sexting Pornography? (Clip on launchPad) MTV explores sexting and the First Amendment law over the Sixth Amendment LaunchPad Clip bloggers and legal film rights and First Amendment citizens and lawmakers' control over the film industry regulates itself the First Amendment, Broadcasting, and the Internet FCC regulates the broadcasting of Dirty Words, Indecent Speech, and Hefty Fines of Political Broadcasting and Equal Opportunity, First Amendment, and Anti-Propaganda Web Clip Stop Spreading Fake NewsChapter Essentials 14 Media Economy and Global Market Transition to Information Economy As media industry is structured from regulation to deregulation The growth of media powerhouses DIGITAL TURN Example big digital companies too big? (Clip on LaunchPad) Influence media ownership Analysis Media Economy How Media Companies Work How the Internet Changes Game Business Trends in media industry Age of Hegemony Specialization and Global Markets Growth specialization and synergy of Disney: Postmodern Media Conglomerate LaunchPad Clip Disney Global brand: Frozen Growing Global Audience MEDIA LITERACY CASE CASE STUDY Netflix : Streaming Revolution and business of creating content Web Clip Netflix on YouTubeSocial issues in the media economy Limits antitrust laws Fallout from free market cultural imperialism media Marketplace in The Democratic Society Chapter 15 Media Effects and Cultural Approaches to Media Research Early Methods of Media Research Propaganda Analysis Public Opinion Research Research DIGITAL TURN Effects Early Models of Media Effects LaunchPad Clip Media Effects Research Conducting Media Effects Research Of Modern Theories of Media Effects Assessment Of Research on Media-Impact Research on Media Effects of Cultural Research early developments in the field of Cultural Research Media Research of Modern Cultural Studies TV Images of Suicide and Copycat Fears LaunchPad Clip Suicide on TV: 13 Reasons Why To Score Cultural Research Media Research at The Democratic Society Chapter You must enter as a proven instructor to gain access to the test bank. Richard Campbell; Christopher Martin; Bettina Fabos; Sean Harmsen's Fifth Edition ©2020 ISBN:9781319232849 Available for Windows or Mac, Test Bank includes several options, fill-in-blank, and essay questions for each chapter in Media Essentials. You need to log in to unlock your resources. 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