



Mass Communications and Media Studies: An Introduction

By Peyton Paxson



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Mass Communications and Media Studies: An Introduction serves as a primary text for media studies courses at two-year colleges. It briefly surveys the history of mass communication media, discusses the current state of each medium, and anticipates the future of mass media. Its focus is a broad survey of the mass media industry and the role it plays in society, which distinguishes it from books that focus solely on communications theory.

***Mass Communications and Media Studies: An Introduction* is comprehensive yet concise. Divided into twelve chapters, it can be used in either 16-week semesters or 12-week terms,. Written in an accessible and well-organized manner, and directed toward a distinct yet sizeable (and currently underserved) student population, this textbook should prove attractive to a great number of two-year college faculty members.**

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Editorial Review

Review

Peyton Paxson succinctly describes the forces deconstructing the establishment media while providing a grounded introduction to mass communication. Readers come away with a means for understanding how the Internet is morphing an industry that once met the needs of industrial mass producers into one that serves emerging mass-customizers. Unlike most mass communication textbooks, Paxson's is grounded in the uncertainty and opportunities the industry faces. I tell students, mostly in digital media production, that the future is extremely bright. With barriers of entry to global eyeballs eliminated—it will be the one's who are most creative, talented, and have the best ideas who'll win. Paxson's text does a great job of illuminating this point. — Bick Treut, Assistant Professor of Communication Studies, Raritan Valley Community College

About the Author

Peyton Paxson, J.D., Ph.D., is the author of a series of nine supplemental texts for high school and middle school students, called *Media Literacy: Thinking Critically About*. He teaches at Middlesex Community College, in Massachusetts. For more information, visit www.peytonpaxson.com.

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