



# Converging Media: A New Introduction To Mass Communication

By John V. Pavlik, Shawn McIntosh

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- >The role of the media in the 2012 election process and results
- >Guide to how the content in Converging Media relates to each of the twelve core values and competencies of the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC). Visit us online at [www.oup.com/us/pavlik](http://www.oup.com/us/pavlik) for more information on how we provide this content.
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  - \*\* Critics' reactions to personalized online news sites, such as Paper.li

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## **Editorial Review**

### **Review**

"I have been searching for a textbook that does not relegate issues of new media into a final chapter, but rather one that effectively interweaves the function and influence of digital media with traditional mass media formats. I am elated to see a textbook with this mission and will eagerly adopt *Converging Media* for my courses."

--Mina Tsay, Boston University

"The overall message of *Converging Media*-- that convergence is here and needs to be a primary consideration in understanding a changing media industry (even while the jury is still out on so many issues)--is a focus and treatment our field has been in dire need of and sorely awaiting."

--Thom Gencarelli, Manhattan College

"The histories of mass media are constantly overlapping. This book seems organized with that in mind. By marrying print media together in a single chapter and visual media together in another, this text creates a framework to discuss multiple media simultaneously."

--Chad Harriss, Alfred University

### **About the Author**

John V. Pavlik is Professor in the Department of Journalism and Media Studies at the School of Communication and Information and Director of the Journalism Research Institute at Rutgers, the State University of New Jersey.

Shawn McIntosh is a lecturer in strategic communications at Columbia University's School of Continuing Education.

## **Users Review**

### **From reader reviews:**

#### **Todd Crain:**

Playing with family within a park, coming to see the ocean world or hanging out with pals is thing that usually you will have done when you have spare time, and then why you don't try matter that really opposite from that. A single activity that make you not experience tired but still relaxing, trilling like on roller coaster you are ride on and with addition associated with. Even you love *Converging Media: A New Introduction To Mass Communication*, it is possible to enjoy both. It is very good combination right, you still need to miss it? What kind of hangout type is it? Oh occur its mind hangout men. What? Still don't have it, oh come on its called reading friends.

**Jeremiah Burroughs:**

Converging Media: A New Introduction To Mass Communication can be one of your starter books that are good idea. All of us recommend that straight away because this guide has good vocabulary that could increase your knowledge in vocab, easy to understand, bit entertaining but still delivering the information. The writer giving his/her effort that will put every word into joy arrangement in writing Converging Media: A New Introduction To Mass Communication however doesn't forget the main level, giving the reader the hottest and based confirm resource information that maybe you can be considered one of it. This great information can certainly drawn you into brand new stage of crucial imagining.

**Katherine Holt:**

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