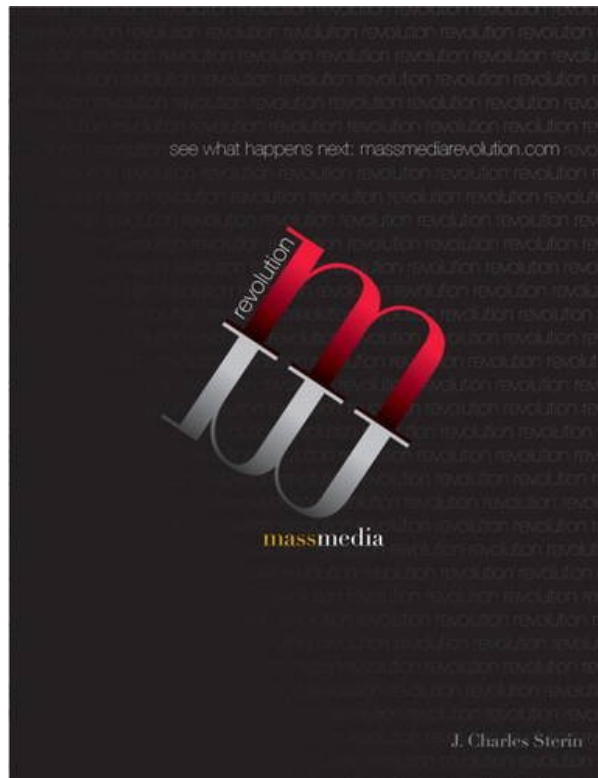
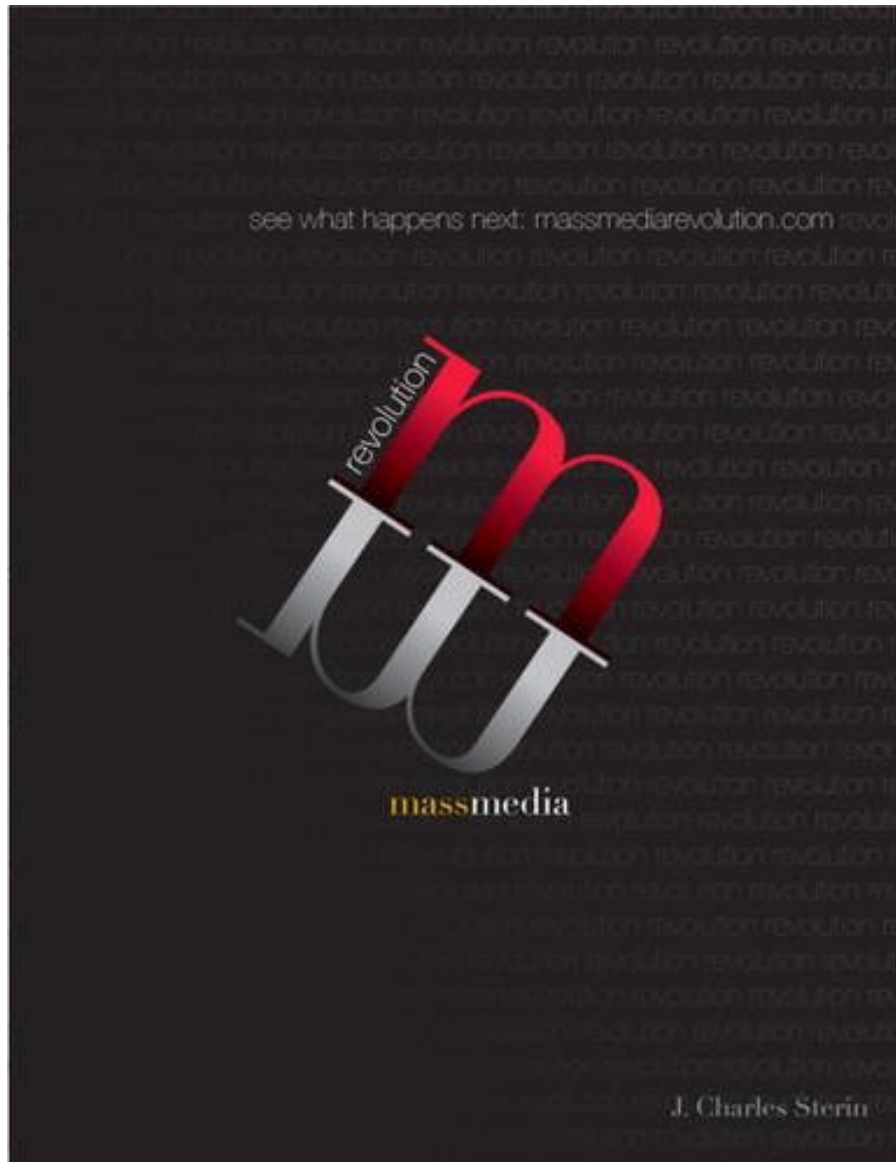


MASS MEDIA REVOLUTION BY J. CHARLES STERIN



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About the Author

J. Charles Sterin is an award-winning documentary filmmaker, investigative television journalist, and screenwriter. Over the course of his 35-year career, Sterin has produced over 60 hours of television documentaries, including episodes of A&E Network's primetime series Investigative Reports and Ancient Mysteries, and documentary specials aired on PBS. Sterin co-produced a national media project with ten of the world's leading humanist thinkers (including anthropologist Margaret Mead, psychologist Carl Rogers, and anthropologist Ashley Montagu) and was selected by the Poynter Institute to produce its seminal PBS documentary series NewsLeaders on the leading figures of American news media. Sterin is fascinated with the future of media technologies, especially the evolution of the Internet, mass media convergence, and artificial intelligence-based expert systems. He has developed innovative approaches to producing short-form documentary videos in integrated content delivery platforms for "blended" online training and higher education. In 2001, Sterin joined the faculty of the University of Maryland University College—a world leader in web-enhanced and online college programs—where he has applied his interests in the evolution of mass media and media-based blended learning applications to the creation of a number of UMUC's mass communication courses. Through these popular courses, Sterin has introduced thousands of students across the country and around the world to the study of mass media. Today, he continues to develop innovative approaches to connect and communicate with a diverse body of students in multimedia-enhanced face-to-face and online teaching environments, as well as pursuing his work as a documentary filmmaker, screenwriter and author.

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Debuting in its first edition Mass Media Revolution is a revolutionary learning and teaching tool designed to reflect the way students experience mass media today. With a storytelling narrative and chapter-specific videos, Mass Media Revolution helps students experience mass media, enhancing their development as critical consumers. They can study, read, interact and consume their course material in print and online in a way that best suits their individual learning needs

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By David Marsala

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By A

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By Cgunner

This is one of my favorite textbooks. The content is very interesting, there are a lot of visual elements in the book, which brake up the typical textbook monotone. I didn't have the product key for the internet component, but there are multiple ques for added content on the web. As a journalism major, I will probably keep this book for reference.

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