

# Media Of Mass Communication 11th Edition

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the eleventh edition of this classic textbook provides an overview of communication and media law that includes the most current legal developments it explains the laws affecting the daily work of writers broadcasters pr practitioners photographers and other public communicators by providing statutes and cases in an accessible manner even to students studying law for the first time the authors ensure that students will acquire a firm grasp of the legal issues affecting the media this new edition features discussions of hot topics such as the prosecution of wikileaks founder julian assange for espionage act violations the u s supreme court s decision in iancu v brunetti addressing the registration of offensive trademarks revenge porn ftc guidelines on social media influencers and efforts by social media platforms to develop coherent approaches to misinformation the law of public communication is an ideal core textbook for undergraduate and graduate courses in communication law and mass media law a downloadable test bank is available for instructors at routledge com 9780367476793

presents the main existing models of the whole of parts of the mass communications process which have been developed during the last thirty years providing brief descriptions of the most significant concepts and ideas in the study of mass communication using graphic and verbal models

uses a holistic comprehensive approach to cover policies regarding a wide variety of subjects such as wildlife recreation and timber specifically written to aid students in

understanding how policies are developed and what their effects are includes numerous examples and case studies

women in mass communication focuses on what may be the single most important issue for professionals in the area of mass communication in the next few decades the increasing feminist presence and proliferating feminist perspectives within the field the volume begins with a look at the study and teaching of mass communication including such topics as a feminist perspective on media law gender in a global context women of colour in communication and the effect of women communication teachers on their students contributors call for significant changes in the way we think of mass communication and represent pioneering efforts to extend feminist theory in the area the second section examines the status of women in television ad

rapid changes in communication technologies are straining the existing system of electronic media regulation despite the increasing pace of technological change the electronic media continue to be regulated under a well established set of guiding principles principles such as the first amendment the public interest the marketplace of ideas diversity competition localism and universal service continue to serve as the primary objectives for policymakers and as the focal points for contemporary policy controversies this volume focuses on these principles examining their underlying motivations and assumptions their central components their different interpretive approaches and their continued applicability in a rapidly changing electronic media environment central to this book s analysis is the need for more thorough and rigorous application of these principles as tools for policy analysis rather than primarily as rhetorical devices for justifying policy outcomes toward this end the book explicitly links each of these principles with communication policy analysis and illustrates how the dynamics of the policymaking process undermine the analytical utility of the foundation principles

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