



Messages 3: The Washington Post Media Companion

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This book offers readers breadth and depth in looking at issues that affect the media today, and at how the media affects us all, from the perspective of one of America's most distinguished newspapers.

This book combines up to the minute coverage of media industries and issues with a critical perspective on media economics, media effects, and media practitioners. It offers readings that consider the new telecommunications bill and how it is changing the face of the broadcast media, readings which consider how twentysomethings and the graying baby boomers are causing media institutions to reorient themselves, and readings on current media personalities, including Peter Diamandis, Martha Stewart, and cyber magazine editor Michael Kingsley. Deregulation in general is also examined. A new emphasis on evolving technologies and their impact on mass media allows readers insight into tomorrow's media environment.



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