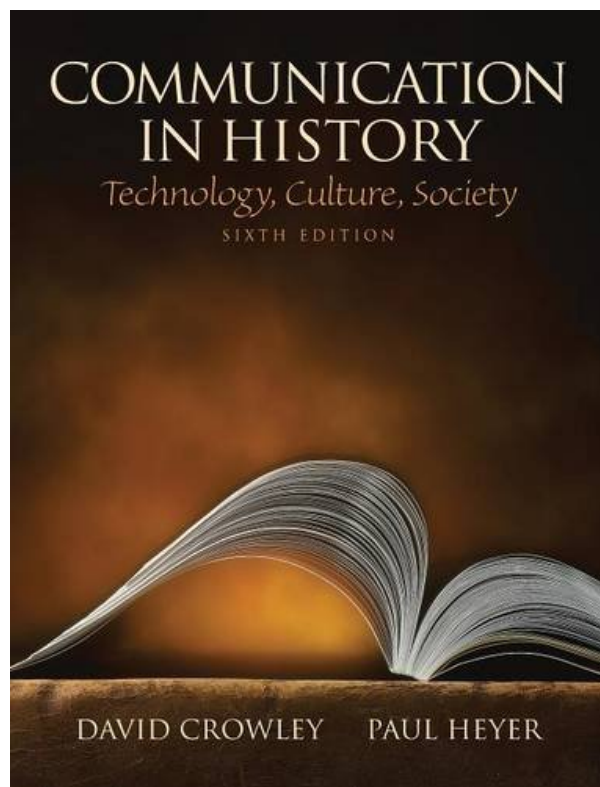
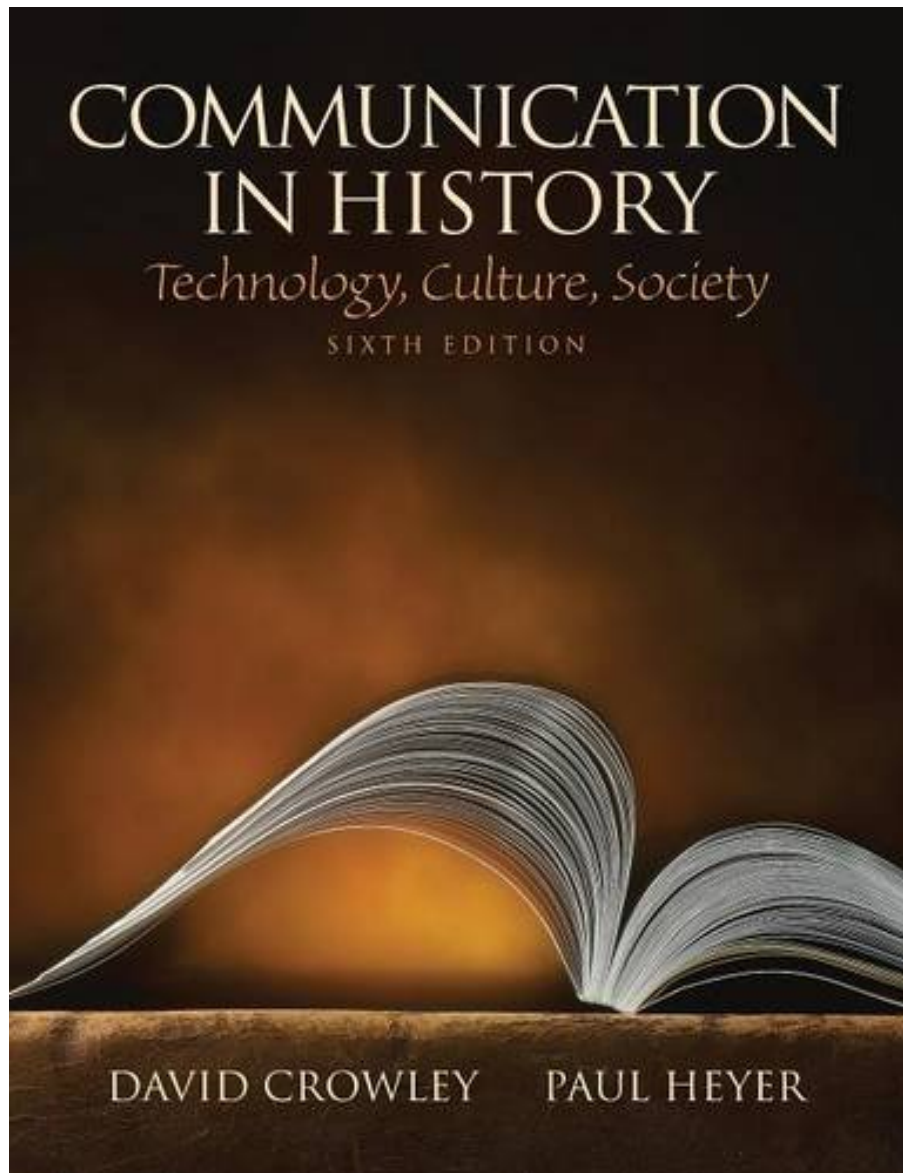


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From the Back Cover

Significant changes to the sixth edition will provide you with greater coverage of major media developments in the past to help you comprehend the full impact and influence of media in maintaining social order and promoting change.

1. Reorganization of the text. The sixth edition has been reorganized to provide greater unity within and among the eight parts of the text.
2. Expanded coverage of major media developments in the past includes the role of printing in the rise of the modern state, and an expanded examination of communication in our own era of proliferating media forms—television, video, digital technology, and the internet.
3. Introductions to each section provide a rationale for that particular section, an explanation of key concepts and transitions, and background material to help you to better appreciate the individual essays.
4. New authors. New authors include Lisa Gitelman, Jonathan Sterne, John Durham Peters, Henry Jenkins, and Manuel Castells.
5. Updated essay selections. New selections address the development of sound recording, the emergence of the modalities of broadcasting, television in the new post-mass media environment and the expanding social significance of mobile communications and networks, providing you with a more all-encompassing view of communication history.

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COMMUNICATION IN HISTORY: TECHNOLOGY, CULTURE, SOCIETY (100 CASES) BY DAVID CROWLEY, PAUL HEYER PDF

Updated in a new 6th edition, *Communication in History* reveals how media has been influential in both maintaining social order and as powerful agents of change. With revised new readings, this anthology continues to be, as one reviewer wrote, "the only book in the sea of History of Mass Communication books that introduces readers to a more expansive, intellectually enlivening study of the relationship between human history and communication history". From print to the Internet, this book encompasses a wide-range of topics, that introduces readers to a more expansive, intellectually enlivening study of the relationship between human history and communication history.

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Paul Heyer, Simon Fraser University

Most helpful customer reviews

11 of 12 people found the following review helpful.

Largely unchanged from previous version

By Chris Ridgeway

This 2007 edition has some changes from the 2003 edition ([link:Communication in History: Technology, Culture, and Society \(4th Edition\)](#)), but at a price difference of almost \$100, I'd go with the earlier edition, which is still excellent.

Here's a list of the exact changes, by each of the major sections (which have not changed):

Part I: Media of Early Civilization

* Article on writing pre-cursors (tokens) now by Denise Schmandy-Bessart instead of Rudgley

Part II: The Tradition of Western Literacy

* Adds article by Umberto Eco "A Medieval Library"

Part III: The Print Revolution

* No change

Part IV: Electricity Creates the Wired World

* Subtracts article "Inventing the Expert" by Carolyn Marvin

Part V: Image Technologies and the Emergence of Mass Society

* Subtracts "On Photography" by Susan Sontag

* Adds "Movies Talk" by Scott Eyman

Part VI: Radio Days

* Subtracts "Radio and Race" by Gerald Nachman

* Adds "Radio in a Television Age" by Fornatale and Joshua E Mills

* Adds "Radio Voices" by Michele Hilmes

Part VII: TV Times

* Adds "Two-Cultures--Television versus Print" by Neil Postman and Camille Paglia

Part VIII: New Media and Old in the Information Age

* Subtracts "From the Codex Page to the Homepage" by James J. O'Donnell

* Adds "The Social Shape of Electronics" by Ruth Schwartz Cowen

1 of 1 people found the following review helpful.

Solid Academic Readings

By Mark Twain

The book is composed of historical essays, about 40 of them. Most of the essays are between 6 - 10 pages long. The book covers communication over a range of topics: Media of Early Civilization, Western Literacy, Print Revolution, Telegraph, Telephone, Photography, Motion Pictures, Radio, TV, and the Internet. They are written by noted authors, such as Walter Ong, Harold Innis, James Burke, Eric Havelock, Elizabeth Eisenstein, Marshall McLuhan and Neil Postman.

You are going to get a perspective on change, as communication technologies evolved throughout history. What were the contemporaneous thoughts as a transition was made from an oral society to a written one? Why was the invention of the phonetic alphabet important? Who were the controllers of communication in the Middle Ages? What effect did the printing press have and who were the early readers? Ever heard of the "optical" telegraph and why did it come and go so quickly? How did pictures and photos make their way into journalism? Nickelodeon, what's that? Can you imagine radio without advertisements? Who were the DXers? How did politics play a role in the creation of network TV? How did television bring the American family together? What is a prime-time hippie?

If those topics rouse your curiosity, the book may interest you. Historical essays go beyond dates and people, as the authors research (and muse) about the influence of technology on culture. You may find that some aspects of the transitional phase from one technology to another remain the same. I think the book is used most often as a foundational text for history classes. It can be a jumping-off-point for many of the topics.

The weakest part of the book is the last section that covers more recent events pertaining to the Internet. Some of the essays in this section did change from the 5th to the 6th edition. Perhaps not enough time has passed for historians to be able to take a more insightful look at this period.

4 of 6 people found the following review helpful.

this book is too expensive!!!

By yuanyuan zhang

although the surface of the book looks not so good, it much better inside. Just too expensive!!especially this is a used book

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