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**Media Mergers** Nancy J. Woodhull, Robert W. Snyder, The recent surge in media mergers has set off a wave of stories that all hit very close to home In some cases the news organizations themselves become news The formation of communication conglomerates raises profound questions for reporters lives and work such as What is the best way to cover stories of high profile and complexity Will the new giants broaden both the definition of journalism and the opportunities for journalists to practice their craft What are the prospects for the new partnership of big news new media and big business The consequences of consolidation vary by media industry The evolution of communication technology is so fast that today's truisms can be undone tomorrow Media Mergers provides a healthy dose of skepticism a search for illuminating facts and a willingness to consider all sides of the discussion This book approaches the emergence of media giants from a variety of angles The contributors offer many ways of understanding their scale and their significance Media Mergers is divided into six parts Point Counterpoint The Imperial Moment Captains of Communication States of Media The Consequences of Media Empires in the United States and The Consequences of Media Empires Around the World Authors include Todd Gitlin Steven Rattner Ken Auletta Madeline Rogers Danny Schechter Barbara Maltby and Mac Margolis Included in this volume is a roundtable introduced by Walter Cronkite and moderated by Alex Jones Participants are Frank A Bennack Jr Neil S Braun P Anthony Ridder and Arthur Ochs Sulzberger Jr A review essay by Anne Wells Branscomb concludes book She discusses various books on the subjects of media moguls multimedia conglomerates and media takeovers Media Mergers is especially pertinent today an age in which the communications industry is constantly changing progressing and being affected by business upheavals It will be of interest to publishers media specialists and all those in communications policy and research

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**The Educational Technology Handbook** Steven Hackbart,1996 Grade level 1 2 3 4 5 6 7 8 9 10 11 12 k p e i s t **Newmedia** ,1994

**PowerSpeaking** Frederick Gilbert (Business coach),1996-04 **Microtimes** ,1994-04 **Interactive Media** Brian Blum,1995 Now that you have your multimedia equipment what do you do By mapping out the design process from start to finish this book answers that question and others By leading the developer through guidelines and checklists with dozens of realistic examples author Blum gives the reader the foundation needed to embark on a successful multimedia development project

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