



Media Essentials: A Brief Introduction

By Richard Campbell, Christopher R. Martin, Bettina Fabos

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Media Essentials is a new kind of introductory text. It's built to help students focus on the fundamentals, so that no matter how the media evolves, students can understand what's really going on. Brought to you by best-selling authors Richard Campbell, Christopher R. Martin, and Bettina Fabos, the book distills the essential information on media industries and major concepts, incorporates the authors' accessible critical approach, and gives students all the study tools they need to succeed in the course and to be savvy consumers. And all of this in a brief, attractive format — for a very attractive price.

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Editorial Review

About the Author

RICHARD CAMPBELL, director of the journalism program at Miami University, is the author of “*60 Minutes*” and *the News: A Mythology for Middle America* (1991) and coauthor of *Cracked Coverage: Television News, the Anti-Cocaine Crusade and the Reagan Legacy* (1994). Campbell has written for numerous publications including *Columbia Journalism Review*, *Journal of Communication*, and *Media Studies Journal* and he has served on the editorial boards of *Critical Studies in Mass Communication* and *Television Quarterly*. As a writer and media critic, he is a frequent speaker on public radio and television.

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BETTINA FABOS, an award-winning video maker and former print reporter, is an associate professor of visual communication and interactive media studies at University of Northern Iowa. She is the author of *Wrong Turn on the Information Superhighway: Education and the Commercialized Internet* (2003). Her areas of expertise include critical media literacy, Internet commercialization, the role of the internet in education, and media representations of popular culture. Her work has been published in *Library Trends*, *Review of Educational Research*, and *Harvard Educational Review*.

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