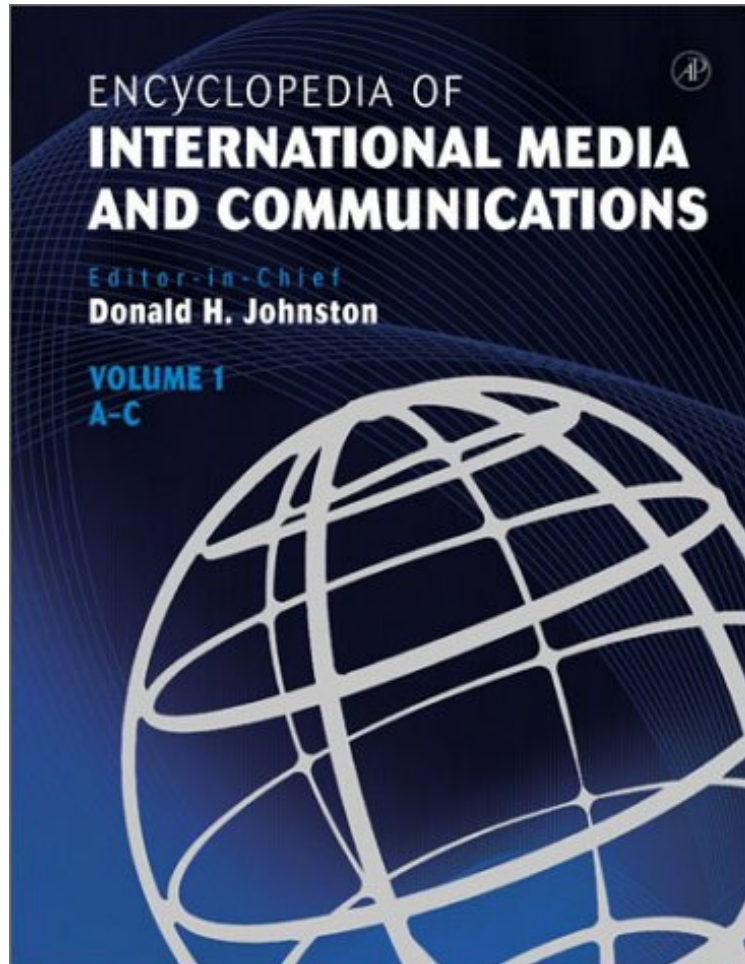


Encyclopedia of International Media and Communications

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RBBCopyright American Library Association. All rights reserved "Edited by Donald H. Johnston, the Encyclopedia offers a comprehensive, scholarly review of both the historic background and current state of mass communication worldwide... The Encyclopedia of International Media and Communications measures up to the standards set by other Academic Press titles... academic libraries supporting communications majors will want it in their collections, as will larger public libraries where there is interest." --AGAINST THE GRAIN "EIMC's [Encyclopedia of International Media and Communication] international authorship consists mainly of academics, a quarter of whom are from 26 countries outside the US-a globally diverse pool... EIMC's international scope... sets it apart from mass media or journalism encyclopedias... Recommended." --CHOICE "This encyclopedia comes at a time when a good synthesizing reference source is needed to provide a history and a recent snapshot of the world's media... The index is quite detailed, sometimes even referring users to information in illustration captions... This set provides students and the interested public with important facts and insights into the changing roles and functions of old and new media. Expensive but a good value, it is recommended for academic and large public libraries." --BOOKLIST "As the first of its kind, this Encyclopedia reaches into different aspects of media and brings about a detailed and comprehensive picture of international communications. It certainly helps us to understand the nature of media better in spite of the complexity they appear to present." --Yang Lan, Sun Media Group Holdings Ltd. "This is a grand contribution to understanding media, media industries and related topics produced by some of the world's most fertile minds and presided over by an eminent leader in international communication. It is the most comprehensive and even exhaustive work of its kind ever." --Everette E. Dennis, Ph.D. author, institution-builder and Larkin Distinguished Professor at Fordham Graduate School of Business, New York City "This new 4-volume encyclopaedia has high aspirations and in my view succeeds in reaching them. It has chosen to organise the material into ten large fields of contemporary knowledge - technological, historical, corporate, economic and cultural - in 230 peer-reviewed articles, many of them written by major figures in the world of communications studies. The editor has found novel ways of guiding the reader through this vast terrain, providing valuable glossaries of terms and phrases that have become key elements within the contemporary discussion of communications. Thus, you can find quick explanations of everything from block booking and film noir, to convergence and infotainment, or check your understanding of what a kinoscope did or what the Russians meant by montage. But this cleverly selected mass of terminology is linked to the major topic articles through which you can move to amass really considerable amounts of information. The articles are scholarly and packed with knowledge and accompanied by not-too-long reading lists. The positions taken by the article are not controversial but leave the formation of opinion to the interested reader. There can be few fields in which the prevailing tools and concepts are changing more rapidly and more thoroughly, but one can say that the Encyclopaedia of Media and Communications has certainly seized and stabilised for the benefit of the reader much more than one would have guessed was possible. These two and a half thousand pages give you much to dip into and much to read through consecutively. For a student trying to master the whole field of modern communications in a matter of weeks or months, this work will prove invaluable. But of course, it can perform the same service to the general interested citizen." --Anthony Smith, The President, Magdalen College, Oxford, England "The "new information revolution" is upon us, but few of us know how it got here. This remarkable new encyclopedia provides detailed and comprehensive treatments of media channels from medieval Muslim block printing to personal web sites of the Internet, offering as good a road map as there is to the myriad ways we communicate and the equally complex impact those media have on

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