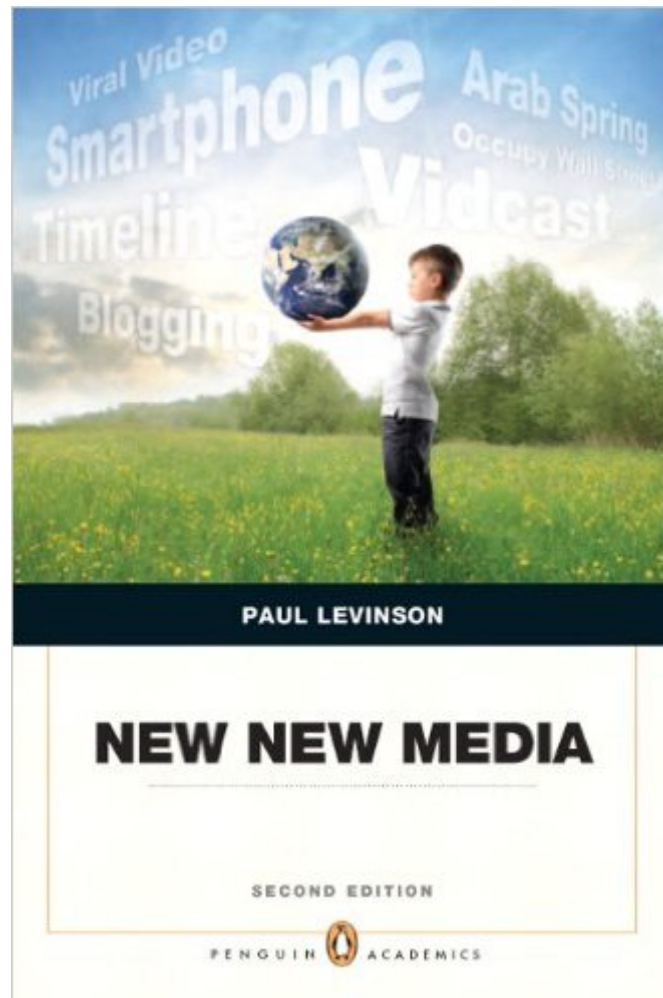


The book was found

New New Media (2nd Edition)



Synopsis

Discusses how the new new media • are transforming our culture Facebook, Twitter, YouTube, Wikipedia, Foursquare, blogging • these and other the new new media • are used by hundreds of millions worldwide and are transforming just about every aspect of our culture from the way we elect presidents to how we watch television. The New New Media details the benefits, opportunities, and dangers of these transformations. New new media, as opposed to the traditional the new media • of email and websites, allow and encourage all consumers to become producers, readers to become writers and publishers, viewers to become performers - and have engendered such worldwide movements as The Arab Spring, The Tea Party, and Occupy Wall Street. This catalytic feature of contemporary media prompts an entirely new look at how mass media, culture, and industry are undergoing the most profound changes since the advent of the alphabet and the printing press.

Learning Goals Upon completing this book, readers will be able to:

- Discuss the impact new new media have on our society
- Understand the mechanics of Twitter, YouTube, Facebook, Wikipedia and other types of new new media
- Discover the newest new media - Foursquare, Pinterest, WikiLeaks, Anonymous, Goggle+

Note: MySearchLab does not come automatically packaged with this text. To purchase MySearchLab, please visit: www.mysearchlab.com or you can purchase a valuepack of the text + MySearchLab (at no additional cost): ValuePack ISBN-10: 0205912141 / ValuePack ISBN-13: 9780205912148

Book Information

Paperback: 240 pages

Publisher: Pearson; 2 edition (August 16, 2012)

Language: English

ISBN-10: 0205865577

ISBN-13: 978-0205865574

Product Dimensions: 5.9 x 0.4 x 8.9 inches

Shipping Weight: 9.6 ounces

Average Customer Review: 4.0 out of 5 stars See all reviews (2 customer reviews)

Best Sellers Rank: #666,524 in Books (See Top 100 in Books) #264 in Books > Computers & Technology > Networking & Cloud Computing > Network Administration > Storage & Retrieval #1010 in Books > Textbooks > Communication & Journalism > Communications #1776 in Books > Reference > Words, Language & Grammar > Communication

Customer Reviews

Why is this book so expensive?The chapter on Wikipedia is quite good; it, and all the information about "new new" resources here benefits from Levinson's hands-on, extensive experience with the media.But when the KINDLE version is almost \$30, something smells rotten in the state of Denmark.Bring the price down, and instructors will have no problem assigning this as a standard text on the topic.

Social implication has been able to record our actions and predict some of our behaviors while engaging with technology at hand. This book discusses findings in detail. Awesome!

[Download to continue reading...](#)

Social Media Metrics: How to Measure and Optimize Your Marketing Investment (New Rules Social Media Series) New New Media (2nd Edition) Social Media Free Tools: 2016 Edition - Social Media Marketing Tools to Turbocharge Your Brand for Free on Facebook, LinkedIn, Twitter, YouTube & Every Other Network Known to Man Media Control, Second Edition: The Spectacular Achievements of Propaganda (Open Media Series) No Bullshit Social Media: The All-Business, No-Hype Guide to Social Media Marketing Windows Vista™: Home Entertainment with Windows™ Media Center and Xbox 360™; With Windows Media Center and Xbox 360 (EPG-Other) Instagram: Master Instagram Marketing - Instagram Advertising, Small Business & Branding (Social Media, Social Media Marketing, Instagram, Branding, Small Business, Facebook, Instagram Marketing) The Associated Press Stylebook and Briefing on Media Law 2011 (Associated Press Stylebook & Briefing on Media Law) Introduction to Windows™ and Graphics Programming with Visual C++™: (with Companion Media Pack): 2nd Edition Principles of Electronic Media (2nd Edition) Digital Modernism: Making It New in New Media (Modernist Literature and Culture) The Breakup 2.0: Disconnecting over New Media The Social Media Gospel: Sharing the Good News in New Ways Delivering Digitally: Managing the Transition to the New Knowledge Media (Open and Distance Learning (Paperback)) Convergence Culture: Where Old and New Media Collide Controlling the Message: New Media in American Political Campaigns Hollywood Dealmaking: Negotiating Talent Agreements for Film, TV and New Media The Podcast, Blog & New Media Producer's Legal Survival Guide: An essential resource for content creators Writing for Television, Radio, and New Media (Cengage Series in Broadcast and Production) Converging Media: A New Introduction to Mass Communication

[Dmca](#)