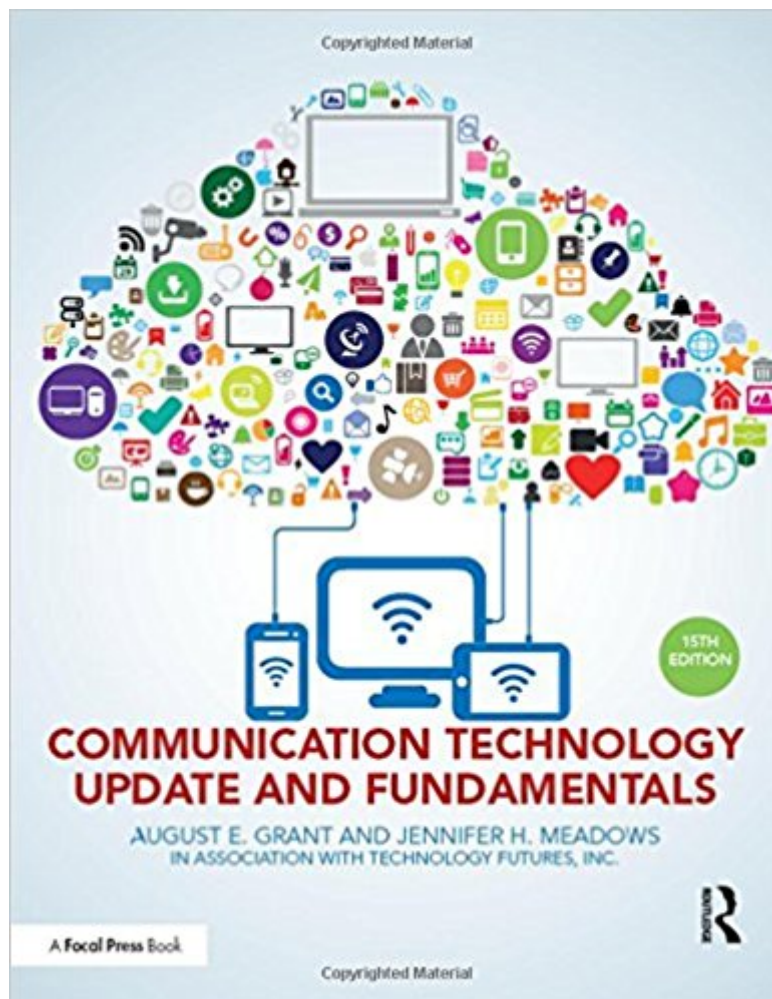




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Communication Technology Update And Fundamentals: 15th Edition



Synopsis

Communication Technology Update and Fundamentals has set the standard as the single best resource for students and professionals looking to brush up on how communication technologies have developed, grown, and converged, as well as whatâ€™s in store for the future. The 15th edition is completely updated, reflecting the changes that have swept the communication industries. The first five chapters offer the communication technology fundamentals, including the ecosystem, the history, and structureâ€”then delves into each of about two dozen technologies, including mass media, computers, consumer electronics, and networking technologies. Each chapter is written by experts who provide snapshots of the state of each individual field. Together, these updates provide a broad overview of these industries, as well as the role communication technologies play in our everyday lives. In addition to substantial updates to each chapter, the 15th edition includes:

- First-ever chapters on Big Data and the Internet of Things
- Updated user data in every chapter
- Projections of what each technology will become by 2031
- Suggestions on how to get a job working with the technologies discussed
- The companion website, www.tfi.com/ctu, offers updated information on the technologies covered in this text, as well as links to other resources

Book Information

Paperback: 322 pages

Publisher: Routledge; 15 edition (August 3, 2016)

Language: English

ISBN-10: 1138668265

ISBN-13: 978-1138668263

Product Dimensions: 0.8 x 8.5 x 10.8 inches

Shipping Weight: 1.5 pounds (View shipping rates and policies)

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Customer Reviews

Dr. August E. ("Augie") Grant is J. Rion McKissick Professor of Journalism at the University of South Carolina and Chief Research Analyst for 1World Online. Grant is a technology futurist who specializes in research on new media technologies and consumer behavior. His teaching and

research combine the study of traditional and emerging media, with emphases on media management, organizational structure, integrated communication and consumer behavior. Heâ€™s been editor of Communication Technology Update and Fundamentals since 1992. Dr. Grant has also been published in virtually every major academic journal in the communication field. His work in media convergence includes founding and serving for five years as Executive Editor of The Convergence Newsletter, chairing twelve national conferences on convergent journalism since 2002, and directing the Newsplex Summer Seminar program to train academics in convergent journalism. Jennifer H. Meadows is Professor and Chair of the Department of Media Arts, Design, and Technology at California State University, Chico. Her teaching and research integrate practical and theoretical concerns related to television production, digital signage, the relationships between media and users, and changing media behavior in the new media marketplace. She has been working on the Communication Technology Update and Fundamentals since 1995 and has been co-editor since 1998. Technology Futures, Inc. (TFI) provides top-quality custom studies and technology forecasts on key trends to a wide variety of commercial, government, and academic organizations. Founded in 1978, TFIâ€™s specialties include technology forecasting, depreciation/valuation, telecommunications, energy, business culture, and minitrends. TFI brings to the table a futures focus, in-depth experience, a wide range of proven forecasting and trend analysis methods, and an excellent track-record of making valuable forecasts over several decades. www.tfi.com.

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