The Media Society: Basic Issues and Controversies


The Media Society was written because, in its author's words, "Canadian students have long suffered from the lack of a Canadian textbook on the mass media." For Canadian teachers of introductory courses in Communications, one or two uneven and quickly-dated anthologies have long been the only alternatives to the standard American texts in the field. Eaman's book, however, is something special - a comprehensive, well-organized, and easy-to-read survey of the field of mass communications.

Eaman begins by outlining the basic issues in the field of mass communications, and then proceeds to discuss the various aspects of the field in detail. He covers topics such as the history of mass communications, the functions of the media, the media and society, and the media and the individual.

The book is well-organized and easy to follow. Each chapter is divided into sections, and each section is further divided into subsections. This makes it easy to find the information you need.

The book is also well-written. Eaman is a skilled writer, and his writing style is clear and concise. He is also a good teacher, and he is able to explain complex concepts in a way that is easy to understand.

In conclusion, Eaman's The Media Society is an excellent textbook for introductory courses in mass communications. It is well-written, well-organized, and easy to follow. It is also a comprehensive and up-to-date survey of the field of mass communications. I highly recommend it.