Communication Technology: The New Media in Society (Paperback)

By Everett M. Rogers, Frederick Williams

SIMON SCHUSTER, United States, 1986. Paperback. Book Condition: New. 235 x 154 mm. Language: English . Brand New Book ***** Print on Demand *****.The Series in Communication Technology and Society is an integrated series centering on the social aspects of communication technology. Written by outstanding communications specialists, it is designed to provide a much-needed interdisciplinary approach to the study of this rapidly changing field. The industrial nations of the world have become Information Societies. Advanced technologies have created a communication revolution, and the individual, through the advent of computers, has become an active participant in this process. The human aspect, therefore, is as important as technologically advanced media systems in understanding communication technology. The flagship book in the Series in Communication Technology and Society, Communication Technology introduces the history and uses of the new technologies and examines basic issues posed by interactive media in areas that affect intellectual, organization, and social life. Author and series co-editor Everett M. Rogers defines the field of communication technology with its major implications for researchers, students, and practitioners in an age of ever more advanced information exchange. CONTENTS The Changing Nature of Human Communication What Are the New Communication Technologies? History of Communication Science...

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