Media & Communication Resources
Mediascapes provides students with a comprehensive introduction to mass communication in Canada. The text takes an issues-oriented approach and covers: history and theory; audiences and the cultural marketplace; media ownership; and new media. Each section begins with an introduction by editor Leslie Regan Shade in order to contextualize the exciting and engaging content for students.

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1. Considering Critical Communication Studies in Canada
2. Doing Media Studies
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5. Power and Politics at the CRTC: The Recent Past and Uncertain Future of Canada's Communications Regulator
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7. Audiences Are Key
8. Advertising in Canada
9. Media Ownership, Public Participation, and Democracy in the Canadian Mediascape
10. Making a Mockery of Canadian Cinema: Interpreting the Rise of Mockumentary
11. Flack Attack: The “Problem” of Public Relations
12. The Canadian Video Game Industry
13. Social Media, Commodification, and Surveillance
14. Reconceptualizing Mobilities and Remediating the Mob
15. Privacy in a Networked Environment
16. The System of Copyright
17. Media on the Margins? Alternative Media in Canada
18. Canadian First Peoples’ Mediascapes: Reframing a Snapshot with Three Corners
19. The Colour of Difference: Race, Diversity, and Journalism in Canada
20. From the Top Drawer to the Bottom Line: The Commodification of Children’s Culture
LOOK: Looking Out, Looking In eases students into understanding communication processes with diverse and compelling examples that illustrate how each student’s communication skills impact both society and their own life. It demonstrates to students how and why learning the basic concepts of communication can change their relationships and their career success. This resource engages them in theory through popular references to interpersonal concepts that are familiar in music, art, movies, and television. Written in a reader-friendly voice that links scholarship to students’ everyday lives, LOOK motivates students to improve their interpersonal skills and sharpen their critical understanding of the process of communication.

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1. A First Look at Interpersonal Communication
2. Communication and Identity: Creating and Presenting the Self
4. Emotions: Feeling, Thinking, and Communicating
5. Language: Barrier And Bridge
6. Nonverbal Communication: Messages beyond Words
7. Listening: More Than Meets the Ear
8. Communication and Relational Dynamics
9. Improving Communication Climates
10. Managing Interpersonal Conflicts
Packed with up-to-date examples and the most current coverage available, Media Now: Understanding Media, Culture, and Technology encourages students to think critically about the media and its effects on culture by providing them with a thorough understanding of how media technologies develop, operate, converge, and affect society. The resource offers a comprehensive introduction to today’s global media environment and ongoing developments in technology, culture, and critical theory that continue to transform the rapidly evolving industry. Focusing on the essential history, theories, concepts, and technical knowledge, this resource develops students’ media literacy skills to prepare them for careers in the expanding fields of the Internet, interactive media, and traditional media industries.

Table of Contents:
1. The Changing Media
2. Media and Society
3. Books and Magazines
4. Newspapers
5. Recorded Music
6. Radio
7. Film and Home Video
8. Television
9. The Internet
10. Public Relations
11. Advertising
12. The Third Screen: Smartphones and Tablets
13. Video Games
14. Media Uses and Impacts
15. Media Policy and Law
16. Media Ethics
17. Global Communications Media
Consistently praised for its engaging writing style, currency, and visual appeal, Media/Impact focuses students on today’s digital mass media industries and support businesses as well as the legal, ethical, social, global, and technological issues that these businesses face every day. The totally re-designed eleventh edition gives special emphasis to convergence—how the mass media industries are intersecting to deliver content and how audiences are adapting to the new mass media marketplace. The author grounds her discussion in the business aspects of all the mass media industries, with concise histories of each industry plus an insider’s look at what it’s like to work in each business.

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1. Mass Media and Everyday Life
2. Books: Rearranging the Page
3. Newspapers: Expanding Delivery
4. Magazines: Targeting the Audience
5. Recordings: Demanding Choices
6. Radio: Riding the Wave
7. Movies: Picturing the Future
8. Television: Changing Channels
9. Digital Media: Widening the Web
10. Advertising: Motivating Customers
11. Public Relations: Promoting Ideas
12. News and Information: Choosing Sources
13. Society and Political Issues: Shaping the Arguments
14. Law and Regulation: Rewriting the Rules
15. Ethics: Placing Responsibility
16. Global Media: Discovering New Markets