

Revolutions in Communication offers a new approach to media history, presenting an encyclopedic look at the way technological change has linked social and ideological communities. Using key figures in history to benchmark the chronology of technical innovation, Kovarik's exhaustive scholarship narrates the story of revolutions in printing, electronic communication, and digital information, while drawing parallels between the past and present.

Updated to reflect new research that has surfaced these past few years, the second edition of *Revolutions in Communication* continues to provide students and teachers with the most readable history of communications, while including international perspectives to promote an accurate, global sense of the field. The supplemental materials on the companion website include slideshows, podcasts, and video demonstration plans in order to facilitate further reading.

Bill Kovarik is Professor of Communication at Radford University, USA. He first learned to set "hot" type on a Linotype machine in 1970 and has observed major changes in the mass media while working with the Associated Press, *Charleston Post*, *Baltimore Sun*, and other publications in the USA. He is the author of five other books about environment and mass media, including *Mass Media and Environmental Conflict*.

For updates and additional information, please see: www.revolutionsincommunication.com.

"A solid and very accessible textbook. The first edition of *Revolutions in Communication* does an excellent job in introducing a wide range of topics, and while the second edition maintains that, it further introduces a level of international orientation that is extremely important and welcome."

GLENN RUHL, PROFESSOR IN COMMUNICATION STUDIES, MOUNT ROYAL UNIVERSITY, CANADA

"A clear benefit of the second edition of *Revolutions in Communication* is its focus on recent technological revolutions in media. As I tell my undergraduate media history students on the first day, the one constant in professional journalism and related fields is technological change. Seeing how people in the past have dealt with change, as outlined in Kovarik's book, offers a way of keeping history relevant while grappling with shifts in media technologies."

JANE MARCELLUS, PROFESSOR OF JOURNALISM, MIDDLE TENNESSEE STATE UNIVERSITY, USA

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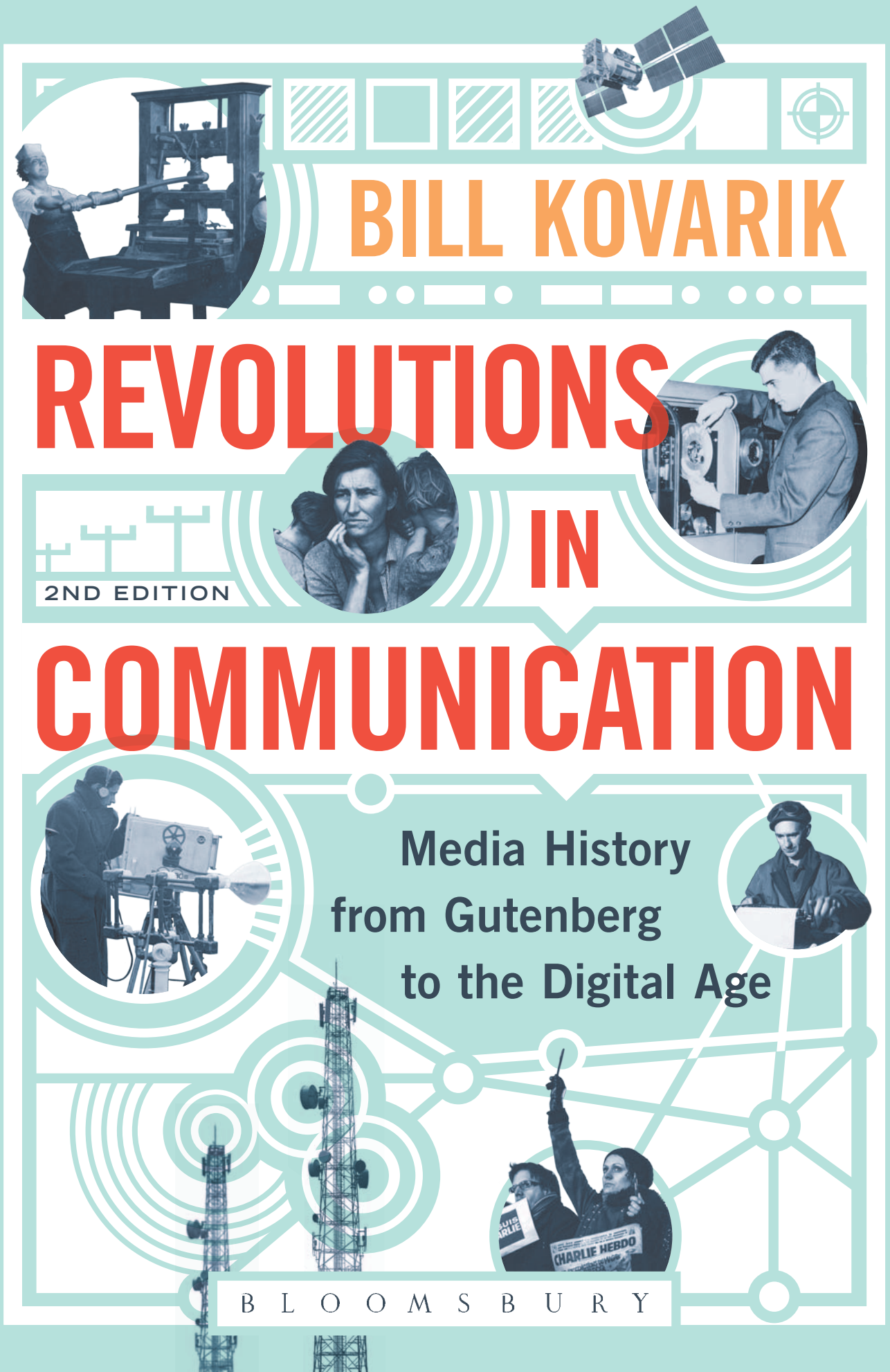
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REVOLUTIONS IN COMMUNICATION

2ND EDITION

Bill Kovarik



MEDIA STUDIES

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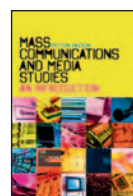
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