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Introduction To Media Production 4th

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Provides a general introduction to media production with emphasis on the basics of multimedia tools for camera, audio, lighting, and editing, focusing on non-fiction, journalism, or public relations/advocacy presentations.

Communication | COMM 208: Introduction to Media Production

"Introduction to Media Production provides aspiring media producers with a comprehensive guide to production, helping you to understand the entire process of media creativity, beginning with the conception of an idea and audience considerations, through the preproduction, production, and postproduction processes, and finally to distribution and exhibition."

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Provides a general introduction to media production with emphasis on the basics of multimedia tools for camera, audio, lighting, and editing, focusing on non-fiction, journalism, or public relations/advocacy presentations. Limited to three attempts.

Communication | COMM 208: Introduction to Media Production

1. What is Mass Media 2. Functions of Mass Media 3. Media Convergence 4. History 5. Effects of Mass Media What is Mass Media. So, what is Mass media? Mass media is communication that is to a large group, or groups, of people in a short time (Mass Media, 2013, p.1). This can be written, spoken or broadcast communication.

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