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RMOUOR - MATHEWS GLASS

The book is a comprehensive introduction to the application of statistical tools and techniques in media research. "Media metrics" is the use of statistics and mathematics in media research. This book largely explains scientific methods of data collection and analysis to achieve useful results from quantitative media data. It effectively describes the crucial relationship between key media forces such as print and electronic media, corporate communication and public relations, advertising, development communication, web and traditional media, and so on. It guides the readers to understanding the challenges of media measurement, its quantification, datafication and assessment, and helps in developing skills of media audience analysis. Key Features ♦ Pioneering introductory text on media metrics, a method of measuring media variables ♦ Clear and easy-to-understand explanation of descriptive and inferential media variables and their use ♦ Complete coverage with relevant examples from media studies ♦ Review exercises, and extensive list of references ♦ Ideal companion for students and researchers in the fields of mass communication, media studies, communication studies, and journalism

Leading scholars of media and public life grapple with how to make sense of major transformations rocking media and politics.

This unique volume brings together original essays by well-known mass communication experts---master teachers---who provide practical information on teaching the communication and journalism courses in which they specialize. Its contributors include eminent specialists such as Maurine H. Beasley, who offers advice to teachers of media history; Dan Nimmo (political communication); Roy L. Moore (media law); Jay Black (media ethics); and John De Mott (media management). Chapter authors suggest course outlines, teaching strategies, and methods of testing, and provide reviews of current texts and supplementary materials such as films and other audio-visual aids.

Journalism and Mass Communication is the component of Encyclopedia of Social Sciences and Humanities in the global Encyclopedia of Life Support Systems (EOLSS), which is an integrated compendium of twenty one Encyclopedias. The Theme on Journalism and Mass Communication deals, in two volumes and cover five main topics, with a myriad of issues of great relevance to our world such as: Evolution of Journalism and Mass Communication; Evolution of Mass Communication: Mass Communication and Sustainable Futures; The Internet as a Mass Communication Medium; Management and Future of Mass Communications and Media; Communication Strategies for Sustainable Societies, which are then expanded into multiple subtopics, each as a chapter. These two volumes are aimed at the following five major target audiences: University and College Students Educators, Professional Practitioners, Research Personnel and Policy Analysts, Managers, and Decision Makers, NGOs and GOs.

American Media History is the story of a nation and of the events in the long battle to disseminate information, entertainment, and opinion in a democratic society. It is the story of the men and women whose inventions, ideas, and struggles shaped the nation and its media system and fought to keep both free. The text is organized chronologically and emphasizes the role the press played in the American Revolution to the present. Each chapter presents a story about media development, featuring a colorful and impressive cast of characters that includes, among others, James Franklin, Ida Tarbell, Bob Woodward, Margaret Bourke-White, Walter Cronkite, and Tarana Burke. Some of the players set standards for aspiring media professionals and others reveal tales of triumph, deceit, and the undeniable importance of freedom of speech and a free press. The fourth edition features new chapters that cover women's rights, civil rights movements, significant moments in media history (such as 9/11 and the 2020 pandemic), fake news, bias news, and the social media presences of Barack Obama and Donald J. Trump. The text includes a streamlined introductory chapter, expanded coverage of women journalists during the Civil War, new American Media Profiles and

timelines, new chapter opening quotations from famous communicators, and probing History Matters boxes that relate historical events and effects to the present day. At once an enjoyable and highly compelling text, American Media History is ideal for introductory courses in journalism, mass communication, and media history.

Journalism as a discipline is becoming increasingly important today. It has to contend with new challenges such as the explosion of social media, heightened commercial competition in the mainstream media and the emergence of the media as a powerful actor in public policy and governance. The confluence of these factors calls for fresh thinking about the teaching and practice of journalism. A Handbook of Journalism: Media in the Information Age not only helps readers to understand today's media environment but also prepares them to face the existing challenges. Distinguished editors, experts, academics and journalists join to examine these challenges from various angles, including some of the major contemporary trends, issues and processes in governance, institutions, administration and development, among others. The book fairly and objectively discusses a critical discipline that is at the crossroads.

Making News is the story of how the School of Journalism and Mass Communication at the University of North Carolina at Chapel Hill grew from a single course in the English department in 1909 to become an international leader in journalism-mass comm

From the Holocaust to 9/11, modern communications systems have incessantly exposed us to reports of distant and horrifying events, experienced by strangers, and brought to us through media technologies. In this book leading scholars explore key questions concerning the truth status and broader implications of 'media witnessing'.

Mass Communication is an interdisciplinary domain. It can't be understood as a stand-alone subject. Because it deals with society and culture at one hand and technology at the other. Thus an encyclopedia was needed that could give a comprehensive explanation of terms, concepts, theories and principles at one place. Mass Communication has a history as long as human civilization. Thus it requires a historical perspective also. This five-volume endeavor is aimed at giving a whole gamut of the communication process with the teeming millions. It will immensely benefit students, teachers, mass communicators, theoreticians and practitioners, theoreticians and practitioners alike. Something usable today, a ready reckoner for years to come and a collector's item for all times. A must read, durable and preservable.

Applied Mass Communication Theory: A Guide for Media Practitioners, Second Edition bridges a review of theory to the contemporary work of media professionals. The text provides a framework for constructing an undergraduate research project. It also presents vital chronological information on the progression of theory in mass communication, including a model that integrates mass communication theories and shows how they relate to one another. It concludes with information on media law, ethics, economics, and mass media careers, establishing a critical framework for students as they leave college and begin their first jobs. This Second Edition discusses mass communication theory and its applications in both traditional print and broadcast applications. By exploring advertising and public relations in this new digital multi-media environment, this text remains relevant, and in fact necessary, for students in the field.

The book covers following topics: UNIT I – Introduction Meaning and Definition of Journalism, Ethics of Journalism - Canons of journalism- Sports Ethics and Sportsmanship - Reporting Sports Events. National and International Sports News Agencies. UNIT II – Sports Bulletin Concept of Sports Bulletin: Journalism and sports education - Structure of sports bulletin - Compiling a bulletin - Types of bulletin - Role of Journalism in the Field of Physical Education: Sports as an integral part of Physical Education - Sports organization and sports journalism - General news reporting and sports reporting. UNIT III – Mass Media Mass Media in Journalism: Radio and T.V. Commentary - Running commentary on the radio - Sports expert's comments. Role of Advertisement in Journalism. Sports Pho-

tography: Equipment-Editing-Publishing. UNIT IV – Report Writing on Sports Brief review of Olympic Games, Asian Games, Common Wealth Games World Cup, National Games and Indian Traditional Games. Preparing report of an Annual Sports Meet for Publication in Newspaper. Organization of Press Meet. UNIT V – Journalism Sports organization and Sports Journalism - General news reporting and sports reporting. Methods of editing a Sports report. Evaluation of Reported News. Interview with and elite Player and Coach.

Transform your students into smart, savvy consumers of the media. Mass Communication: Living in a Media World (Ralph E. Hanson) provides students with comprehensive yet concise coverage of all aspects of mass media, along with insightful analysis, robust pedagogy, and fun, conversational writing. In every chapter of this bestselling text, students will explore the latest developments and current events that are rapidly changing the media landscape. This newly revised Sixth Edition is packed with contemporary examples, engaging infographics, and compelling stories about the ways mass media shape our lives. From start to finish, students will learn the media literacy principles and critical thinking skills they need to become savvy media consumers.

The Law of Journalism and Mass Communication, Fifth Edition offers a clear and engaging introduction to media law with comprehensive coverage and analysis for future journalists and media professionals. Hypothetical "Suppose" cases at the start of each chapter get students thinking about key legal issues, while timelines show the progression of landmark cases in context. Each chapter concludes with two excerpted Cases for Study with explanatory headnotes and questions. The text also features a student website to help students review the material and prepare for exams.

The SAGE International Encyclopedia of Mass Media and Society discusses media around the world in their varied forms—newspapers, magazines, radio, television, film, books, music, websites, social media, mobile media—and describes the role of each in both mirroring and shaping society. This encyclopedia provides a thorough overview of media within social and cultural contexts, exploring the development of the mediated communication industry, mediated communication regulations, and societal interactions and effects. This reference work will look at issues such as free expression and government regulation of media; how people choose what media to watch, listen to, and read; and how the influence of those who control media organizations may be changing as new media empower previously unheard voices. The role of media in society will be explored from international, multidisciplinary perspectives via approximately 700 articles drawing on research from communication and media studies, sociology, anthropology, social psychology, politics, and business.

Mass Communication is the process of exchanging information through the large segments of the people, in other words it is the mode of imparting and exchanging the information to the wide range of people. It is one of the most creative carriers which attract lot of young minds these days. Mass Communication and Journalism mostly covers 3 areas i.e. Advertisements, Media and Public Relations. The revised edition of "The Ultimate Guide for Journalism & Mass Communication" has been comprehensively designed that covers the syllabi of almost all the Mass Media Institutions/Universities. The book is divided into 4 sections and each section is further divided into chapters with complete theory that has been synchronized with the syllabus. This book provides Section wise Practice i.e. each section is carried with 2 Section Tests in order to clear all the queries regarding the subjects simultaneously. In order to make candidates acquainted with latest pattern of the examination ample amount of MCQs have been provided in the book moreover, for complete practice Previous Years' Solved Papers [2019-2015] and 3 Practice Sets have been provided in this book. Each question provided in the book is well explained in a lucid language which makes candidates to memorize the concepts easily and quickly. This book is highly useful for Bachelor of Journalism in GGSIPU and other (IIMC, MICA) prestigious Universities Entrance Examination. Thorough preparation done from this book will ensure the selection of the candidates in a good colleges

TABLE OF CONTENT Solved Paper 2019 – 2015, Mass Communication/Media Aptitude, General Awareness, English Language/Comprehension, Reasoning & Logical Deduction, Crack Sets (1-3), Answers to Section Tests & Crack Sets. In Indian context.

People make media, media takes up two-thirds of our waking hours, media impacts our lives; it is critical to understand how the media work and why, to grasp the global nature of communication, and to assess media messages to attain media literacy. The Media of Mass Communication, 11e teaches students to understand how the media work and why. The material engages students as both consumers and creators of mass media. Students explore the latest media economic, technological, cultural and political shifts all in historical context. They engage with the coverage of ongoing transformations in mass media as analysts, examining the various ways in which media impacts the world as they hone their media literacy skills. Praised for its dynamic writing style, The Media of Mass Communication, 11e helps students see why the media are in such a tumultuous transition and provides tools for understanding the reshaping of the entire media industry. Personalize Learning—MyCommunicationLab for Mass Communication delivers proven results in helping students succeed, provides engaging experiences that personalize learning, and comes from a trusted partner with educational expertise and a deep commitment to helping students and instructors achieve their goals. With tools such as MediaShare (our video upload and commenting tool), MyOutline, and self-assessments in MyPersonalityProfile, MyCommunicationLab works with students and instructors to personalize the learning experience and make it more effective. Improve Skill Development and Application—Pedagogical tools including Study Preview; Chapter Wrap-Up, Review Questions; lists of key concepts, terms and people; and Media Sources help students understand central concepts and prepare for the course. Additional activities on MyCommunicationLab.com emphasize skill-building and applications. Engage Students—Introductory vignettes at the beginning of each chapter provide evocative stories that illustrate important issues about the mass media and provide colorful descriptions about people who contributed significantly to the mass media. “Media People” boxes profile key figures in media industries. New “Media Counterpoints” boxes explore two sides of an issue, presenting the key arguments on controversial topics and providing critical thinking questions designed to help students determine their own positions on each issue. Explore Examples of contemporary communication—New “Media Tomorrow” boxes address the impact of new technologies on media as well as the public’s changing media consumption patterns. Topics range from eyetracking tablet users’ media access to the growth of digital publications and governmental online access policies. Emphasize Learning Outcomes—“Media Timelines” cast key development in the mass media in a graphic chronology and place media milestones in the larger social context. To help students establish a greater framework for understanding how issues such as culture, democracy, economy, and audience fragmentation in the media, interact with each media industry differently and relate to media literacy, each chapter concludes with a highly visual “Thematic Summary.” Understand Theory and Research — Students also can access Pearson’s MySearchLab where they can get extensive help on the research process as well as access four databases of credible and reliable source material (for details, please see www.mysearchlab.com). MySearchLab also contains an AutoCite feature that assists students in the creation of a Works Cited document (using APA, MLA, or Chicago formats), as well as Pearson’s SourceCheck, which encourages students to accurately document and cite their sources. Support Instructors—A strong supplements package along with activities and assessments in MyCommunicationLab for Mass Communication. ClassPrep, located within MyCommunicationLab, contains videos, lectures, classroom activities, audio clips, and more.

The Handbook of Media and Mass Communication Theory presents a comprehensive collection of original essays that focus on all aspects of current and classic theories and practices relating to media and mass communication. Focuses on all aspects of current and classic theories and practices relating to media and mass communication Includes essays from a variety of global contexts, from Asia and the Middle East to the Americas Gives niche theories new life in several essays that use them to illuminate their application in specific contexts Features coverage of a wide variety of theoretical perspectives Pays close attention to the use of theory in understanding new communication contexts, such as social media 2 Volumes Volumes are also available for individual purchase Rev. ed. of: Media and culture. 2nd ed. c2000. Includes bibliographical references (p. 575-582) and index.

This anthology of hard-to-find primary documents provides a solid overview of the foundations of American media studies. Focusing on mass communication and society and how this research fits

into larger patterns of social thought, this valuable collection features key texts covering the media studies traditions of the Chicago school, the effects tradition, the critical theory of the Frankfurt school, and mass society theory. Where possible, articles are reproduced in their entirety to preserve the historical flavor and texture of the original works. Topics include popular theater, yellow journalism, cinema, books, public relations, political and military propaganda, advertising, opinion polling, photography, the avant-garde, popular magazines, comics, the urban press, radio drama, soap opera, popular music, and television drama and news. This text is ideal for upper-level courses in mass communication and media theory, media and society, mass communication effects, and mass media history.

The process of exchanging information through mass media to a large number of people is known as mass communication. There are various mediums which are used for the dissemination of information through this process such as social networking, radio, internet, magazines, film and newspapers. Journalism and advertisements are two prominent examples of mass communication. The production and distribution of reports on recent events is termed as journalism. Within a democratic country, it generally aims to provide a range of opinions with regard to the informational needs of all the people. Some of its diverse forms are access journalism, advocacy journalism and broadcast journalism. This book contains some path-breaking studies in the field of journalism and mass communication. It consists of contributions made by international experts. This book will serve as a reference to a broad spectrum of readers.

In addition to making a comprehensive survey of journalism, other mass media, and public relations in India, Mehta discusses such issues as freedom of the press, press laws, and developments in the international regulation of the media. His book is also a bibliography and a sourcebook of information on advertising codes; accreditation rules for media representatives and other information on Indian media and journalism.

Mass communication theories were largely built when we had mass media audiences. The number of television, print, film or other forms of media audiences were largely finite, concentrating people on many of the same core content offerings, whether that be the nightly news or a popular television show. What happens when those audiences splinter? The Rise and Fall of Mass Communication surveys the aftermath of exactly that, noting that very few modern media products have audiences above 1-2% of the population at any one time. Advancing a new media balkanization theory, Benoit and Billings neither lament nor embrace the new media landscape, opting instead to pinpoint how we must consider mass communication theories and applications in an era of ubiquitous choice.

For courses in Introduction to Mass Communication Help students see the impact of the media upon society and our daily lives The Media of Mass Communication encourages students to explore the latest economic, technological, cultural, and political shifts in media through a historical context. Author John Vivian prompts students to analyze ongoing transformations in mass media, examining the various ways in which it impacts the world as they hone their media literacy skills. The Twelfth Edition offers updated coverage of new trends in the field and the impact of social media, ensuring a contemporary learning experience for students. NOTE: This ISBN is for a Pearson Books a la Carte edition: a convenient, three-hole-punched, loose-leaf text. In addition to the flexibility offered by this format, Books a la Carte editions offer students great value, as they cost significantly less than a bound textbook. The Media of Mass Communication, Twelfth Edition is also available via REVEL(tm), an interactive learning environment that enables students to read, practice, and study in one continuous experience.

The topics included in this book on journalism and mass communication are of utmost significance and are bound to provide incredible insights to readers. Collecting data and presenting this data through mass media as information to the audience is discussed in this book. Apart from the primary role of content in this field, it also addresses secondary roles like influence of culture, trends, social causes, etc. The book studies, analyses and upholds the pillars of journalism and mass communication and its utmost significance in modern times. It has been compiled in such a manner, that it will provide in-depth knowledge about the theory and practice of this field. It will prove immensely beneficial to professionals and students involved in this area at various levels.

"This is the best all-around media law text for undergraduate and graduate students alike. The clear, nonthreatening writing style of the authors, by itself, sets this book apart. And yet, it does so by not leaving out any important areas of inquiry. That's why my colleagues and I continue to adopt this for all of our media law classes." —Jonathan Kotler, University of Southern California In

The Law of Journalism and Mass Communication, authors Susan Dente Ross, Amy Reynolds, and Robert Trager present a lively, up-to-date, and comprehensive introduction to media law that brings the law to life for future professional communicators. The book is grounded in the traditions and rules of law but also contains fresh facts and relevant examples that keep readers engaged. Tightly focused breakout boxes highlight contemporary examples of the law in action or emphasize central points of law as well as intersections with international law and policy. The thoroughly updated Seventh Edition contains a wealth of new content that is as timely as possible—from the U.S. Supreme Court, federal and state courts, Congress, executive agencies, federal and state policymakers and advisory groups, and media organizations and allies. A refreshed look, feel, and flow of chapters provide readers an understanding of fast-expanding areas of the law and legal complexities.

This volume concentrates on the study and efforts of women and minority men to gain respect and parity in journalism and mass communication, and focuses on trends over the past three decades. Contributions to the volume provide a history of the equity efforts and offer updates on equity in the academy and in the professions. Theoretical and international perspectives on equity are also included, as are the concerns about equity from the new generations now coming into the profession. This anthology serves as a benchmark of women's current status in journalism and mass communication and provides a call to action for the future. As such, it is required reading for all concerned with establishing equity throughout the discipline.

Journalism and Mass Communication in Africa provides the first in-depth analysis of the evolution of mass communication and the impact of new media technologies in Cameroon. Written and edited by African scholars, this volume maps out the changing media ecology of Cameroon and provides practical survey methods for communication research. The work details the impact mass public communication has had on the empowerment of Cameroon's 15 million people and the development of grassroots participatory democracy.

Well-known for its balanced approach to media industries and professions, Dynamics of Mass Communication offers a lively, thorough, and objective introduction for mass communication majors and non-majors alike. Dynamics of Mass Communication takes a comprehensive and balanced look at the changing world of mass media. Social media, 'apps' and the new media Goliaths are new and major themes of the 12th edition. Explore how the traditional mass media are dealing with shrinking audiences, evaporating advertising revenue and increased competition from the Internet. The 12th edition brings students up-to-date on the latest developments in the media world including cyber-bullying; new media business models; e-book readers' affects on the traditional print publishing industry; online video sites such as YouTube and hulu.com.; the decoupling of advertising from media content, and much more.

In an age when young people may confuse online chatter with legitimate news, Navigating the News is the first textbook designed to show students how to recognize credible reporting and how real journalists perform their jobs. The book begins with the basics of how to critically assess news stories, then covers what to look for in everything from community news and crime reporting to business, political and investigative coverage. More than 50 professional journalists share insights on how they gather, edit and report news, and discuss what critical audiences should expect from their news coverage. Students learn how to analyze complex topics including science, environmental and education news, and a series of chapters covers how to approach news from different parts of the world. Navigating the News is aimed at general audiences, not just journalism or communication majors. Given the importance and timeliness of the subject, this book could easily be the core text for general education classes on news and media literacy. The trend toward teaching young people how to understand and assess news is gaining momentum at universities everywhere. The book is written in a clear, straightforward style to engage students who may be getting their first taste of adult issues and concerns. Even students who have avoided "serious" news growing up will gain tools for understanding, assessing and processing coverage of complex stories. The mission of this text is simple: If students don't recognize what real news is, Navigating the News is going to teach them.

Most books on journalism today are either too complex to comprehend or too superficial. Barun Roy has really done a remarkably good job to fill a long-felt vacuum. This guide introduces basic tools of the applied journalism in simple language. It provides step-by-step instructions to develop skills in the field. Any person interested in journalism, mass communication and in public relations will find this book very interesting, informative and useful. It could even motivate you to contribute articles and features to newspapers and magazines as a freelance writer. Some salient features of

the book: *What is journalism? *News Gathering. *News Lead. *Putting the Story together. *Writing in Newspaper Style. *Colourful News Feature. *Headline Story. *Journalism as a Career.

How has mass communication evolved in Latin America? How has the political climate in that region shaped the role of the mass media? What are the special challenges facing this turbulent area? In *Communication in Latin America*, Richard Cole has assembled a selection of articles that explores these issues, with a special emphasis on journalism, given the traditional strength of the press in Latin America. The twelve essays written exclusively for this publication - examine either an aspect of the mass media in the region or the media in a particular country during a number of stages of its political development. *Communication in Latin America* opens with an overview of the state of mass communication in the entire region. Articles in the first part of the volume focus on topics such as the changing role of women in the media and the usefulness of propaganda in effecting political change. Essays in the second section discuss situations in individual countries, including freedom of the press in Mexico and Chile and the Argentine media's struggle to define their role under the new democratic government. Professor Cole concludes with a forecast of the future of mass communication in Latin America.

Mass communication is an inter-disciplined domain. It can't understand as stand alone subject, because it deals with society and culture at one hand and technology at the other. Thus this book was needed that could give a comprehensive explanation of terms, concepts, theories and principles at one place. In recent times mass media has grown as a widespread industry which is working all over the world. Here in this book it is the sincere effort of the author to put the matter and facts, myths and realities all in a lucid manner. This book is designed keeping in view the average reader and beginners as well. This book will quench the thirst of knowledge in this field and it is the sincere hope of the author. If it proves to be of little value to the readers, all efforts and hardships of the author will amply be awarded. This book is created for the needs of students relating to the

area of journalism and mass communication. As social contexts and milieus undergo changes and get increasingly complex, journalism too undergoes transformations, and gets ever more crucial to the running of a society. In such a scenario, it becomes imperative that one considers the import journalism carries, and how the issues and problems in it are central to how we perceive the world. *Introduction to Mass Communication: Media Literacy and Culture* is an integrated program that encourages students to be active media consumers and gives them a deeper understanding of the role that the media plays in both shaping and reflecting culture. Through this cultural perspective, students learn that audience members are as much a part of the mass communication process as are the media producers, technologies, and industries. This was the first, and remains the only, university-level program to make media literacy central to its approach, and given recent national and global turmoil, its emphasis on media use and democracy could not be more timely. New for the eighth edition, *Connect Mass Communication* combines contemporary course content and groundbreaking digital tools to create a unique learning environment. With *Connect Mass Communication*, the *Introduction to Mass Communication: Media Literacy and Culture* program integrates an interactive eBook with dynamic online activities and assignments that help students study more efficiently and effectively. A new bank of CNN videos helps students learn the impact of media through a cultural and global lens. LearnSmart, McGraw-Hill's adaptive learning system, assesses students' knowledge of course content and maps out personalized study plans for success.

The Law of Journalism and Mass Communication, Sixth Edition, by Robert Trager, Susan Dente Ross, and Amy Reynolds offers a clear and engaging introduction to media law with comprehensive coverage and analysis of key cases for future journalists and media professionals. You are introduced to key legal issues at the start of each chapter, building your critical thinking skills before progressing to real-world landmark cases that demonstrate how media law is applied today. Contemporary examples, emerging legal topics, international issues, and cutting-edge research all help you to retain and apply principles of media law in practice. The thoroughly revised Sixth Edi-

tion has been reorganized and shortened to 12 chapters, streamlining the content and offering instructors more opportunities for classroom activities. This edition also goes beyond the judiciary—including discussions of tweets and public protests, alcohol ads in university newspapers, global data privacy and cybersecurity, libel on the internet, and free speech on college campuses—to show how the law affects the ways mass communication works and how people perceive and receive that work.

Most books on journalism today are either too complex to comprehend or too superficial. Barun Roy has really done a remarkably good job to fill a long-felt vacuum. This guide introduces basic tools of the applied journalism in simple language.....

Do you want to use R to tell stories? This book was written for you—whether you already know some R or have never coded before. Most R texts focus only on programming or statistical theory. *Practical R for Mass Communication and Journalism* gives you ideas, tools, and techniques for incorporating data and visualizations into your narratives. You'll see step by step how to: Analyze airport flight delays, restaurant inspections, and election results Map bank locations, median incomes, and new voting districts Compare campaign contributions to final election results Extract data from PDFs Whip messy data into shape for analysis Scrape data from a website Create graphics ranging from simple, static charts to interactive visualizations for the Web If you work or plan to work in a newsroom, government office, non-profit policy organization, or PR office, *Practical R for Mass Communication and Journalism* will help you use R in your world. This book has a companion website with code, links to additional resources, and searchable tables by function and task. Sharon Machlis is the author of *Computerworld's Beginner's Guide to R*, host of *InfoWorld's Do More With R* video screencast series, admin for the *R for Journalists* Google Group, and is well known among Twitter users who follow the #rstats hashtag. She is Director of Editorial Data and Analytics at IDG Communications (parent company of *Computerworld*, *InfoWorld*, *PC World* and *Macworld*, among others) and a frequent speaker at data journalism and R conferences.