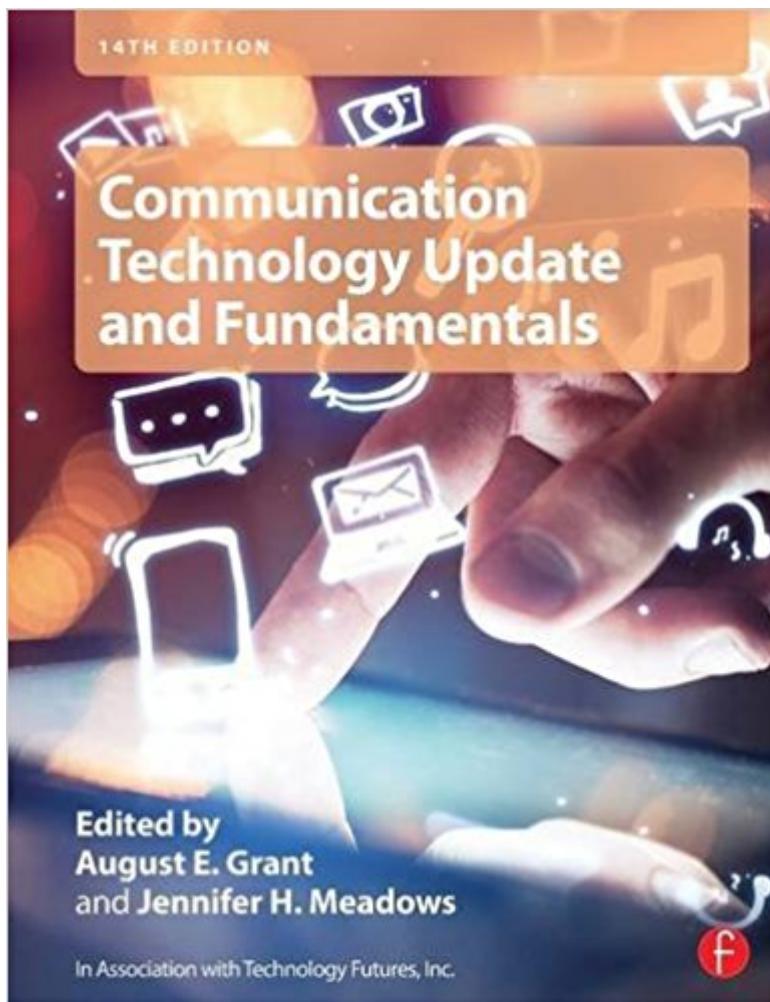


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# Communication Technology Update And Fundamentals



## **Synopsis**

A classic now in its 14th edition, *Communication Technology Update and Fundamentals* is the single best resource for students and professionals looking to brush up on how these technologies have developed, grown, and converged, as well as what's in store for the future. It begins by developing the communication technology framework—the history, ecosystem, and structure—then delves into each type of technology, including everything from mass media, to computers and consumer electronics, to networking technologies. Each chapter is written by faculty and industry experts who provide snapshots of the state of each individual field, altogether providing a broad overview of the role communication technologies play in our everyday lives. Key features: Gives students and professionals the latest information in all areas of communication technology The companion website offers updated information and useful links to related industry resources, and an instructor site provides a sample syllabus and a test bank This edition features new chapters on automotive telematics, digital health, and telepresence, as well as expanded coverage of tablets/phablets and 4K (ultra high definition television)

## **Book Information**

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## **Customer Reviews**

'In revision after revision, they have skillfully described the current state of communication technologies and at the same time connected these technologies to a theoretical framework. Students today seem to have an instinctive knowledge of the gadgetry that is on the face of these technologies, but they still benefit greatly from understanding the underlying technology as

explained in this book.' - Chris Pruszynski, Department of Communication, SUNY Geneseo, USA

Dr. August E. ("Augie") Grant is J. Rion McKissick Professor of Journalism at the University of South Carolina and Chief Research Analyst for 1World Online. Grant is a technology futurist who specializes in research on new media technologies and consumer behavior. His teaching and research combine the study of traditional and emerging media, with emphases on media management, organizational structure, integrated communication, and consumer behavior. He has been editor of *Communication Technology Update* and *Fundamentals* since 1992. Dr. Grant has also been published in virtually every major academic journal in the communication field. His work in media convergence includes founding and serving for five years as Executive Editor of *The Convergence Newsletter*, chairing twelve national conferences on convergent journalism since 2002, and directing the *Newsplex Summer Seminar* program to train academics in convergent journalism. Jennifer H. Meadows is Professor in the Media Arts Option and Chair of the Department of Communication Design at California State University, Chico. She earned her M.A. in Radio, Television and Motion Pictures at the University of North Carolina at Chapel Hill and a Ph.D. in Radio-Television-Film from the University of Texas at Austin. Dr. Meadows' teaching and research integrate practical and theoretical concerns related to television production, the relationship between new media technologies and users, and changing media behavior in the new media marketplace. Technology Futures, Inc. (TFI) provides top-quality custom studies and technology forecasts on key trends to a wide variety of commercial, government, and academic organizations. Founded in 1978, TFI's specialties include technology forecasting, depreciation/valuation, telecommunications, energy, and minitrends. TFI brings to the table a futures focus, in-depth experience, a wide range of proven forecasting and trend analysis methods, and an excellent track record of making valuable forecasts over several decades. [www.tfi.com](http://www.tfi.com).

I agree with HP, there are no pages and that can make it very difficult with citing from the book. On top of that when I am looking for something I have to guess where the information is. It's confusing and tedious. This kindle version needs to be updated with pages. I don't know if getting the hard cover for rent would be easier or not.

Interesting subject. Acronyms need defining.

Good overview of the history and varied applications of technology in communication.

I was able to learn about technology.

Excellent textbook. Very helpful.

It's not the book that's frustrating but rather the Kindle as there aren't "page" numbers and it's hard to keep track of. If I'm reading a certain page and if I click next; it will jump "pages" for example if I'm reading on "location 8749" and when I click next it will go to "location 8778." I know it hasn't skipped a page but it doesn't give numbers like a normal book would (page 1, page 2 and so on).

The wolf whistle has been replaced by face book. Semaphores replace by telegraph, by phone, by today's "The Twonky (1953)" type iPhone. It used to be good enough to be literate but without an understanding of today's communications and the underlying technology one might as well be blind and dumb. This book is a great overview and place to start. Later it makes a great reference to use as you encounter (and you will) the different media not only used at the office but at home and soon every walk of life. I have to admit that my favorite chapter is the first as it covers the history of communication and I lived through most of that history. However I use the rest of the book before making purchase decisions. I am amazed how well the book keeps up with common communications. Of course that could be because this is the Twelfth edition and the newer information had been crammed into it. If a thirteenth edition come out there will be newer information however this edition will still have all the fundamentals and history will not have changed that much. It is written for students and has an extensive biographical section. But I find it is useful for anyone that is interested in purchasing or understanding today's communication technology.

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