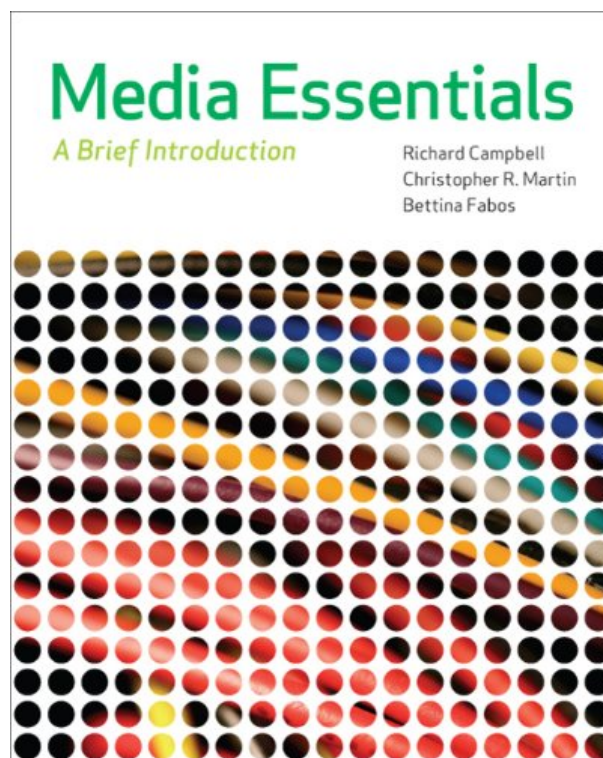


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# Media Essentials

*A Brief Introduction*

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RICHARD CAMPBELL, director of the journalism program at Miami University, is the author of “60 Minutes” and the News: A Mythology for Middle America (1991) and coauthor of Cracked Coverage: Television News, the Anti-Cocaine Crusade and the Reagan Legacy (1994). Campbell has written for numerous publications including Columbia Journalism Review, Journal of Communication, and Media Studies Journal and he has served on the editorial boards of Critical Studies in Mass Communication and Television Quarterly. As a writer and media critic, he is a frequent speaker on public radio and television. CHRISTOPHER R. MARTIN is a professor of journalism at University of Northern Iowa and author of Framed! Labor and the Corporate Media (2003). He has written articles and reviews on journalism, televised sports, the Internet, and labor for several publications, including Communication Research, Journal of Communication, Journal of Communication Inquiry, Labor Studies Journal, and Culture, Sport, and Society. He is also on the editorial board of the Journalism of Communication Inquiry. BETTINA FABOS, an award-winning video maker and former print reporter, is an associate professor of visual communication and interactive media studies at University of Northern Iowa. She is the author of Wrong Turn on the Information Superhighway: Education and the Commercialized Internet (2003). Her areas of expertise include critical media literacy, Internet commercialization, the role of the internet in education, and media representations of popular culture. Her work has been published in Library Trends, Review of Educational Research, and Harvard Educational Review.

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