



Communication Technology Update and Fundamentals

From Focal Press



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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)

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Editorial Review

Review

'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*

About the Author

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.

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