

*Revolutions in Communication* is about the writers, photographers, filmmakers, advertisers, broadcasters, computer nerds, and visionaries who influenced the times, who were ahead of their times, and who created *The Times*.

The book explores the four epochs of the mass media -- printing, imaging, broadcasting and computing -- and surveys the people and events in the histories of the major communications disciplines.

The book also introduces theoretical perspectives about media history, such as Elizabeth Eisenstein's views on the impact of printing, Marshall McLuhan's global village, Harold Innis' flexible and durable media, Will Irwin's insights on media monopolies, and Walter Lippmann's four stages of the press, among others.

Updated to reflect new research, the second edition of *Revolutions in Communication* provides a readable history of communications while also including international perspectives to underscore the increasing global significance of the field. Supplemental materials are also available on the companion website, including podcasts, slideshows, videos and current events updates.

**Bill Kovarik** is Professor of Communication at Radford University, USA. He first learned to set "hot" type on a Linotype machine in 1970 and has observed major changes in the mass media while working with the Associated Press, *Charleston Post*, *Baltimore Sun*, and other publications in the USA. He is the author of five other books about environment and mass media, including *Mass Media and Environmental Conflict*.

For updates and additional information, please see: [www.revolutionsincommunication.com](http://www.revolutionsincommunication.com).

**"A solid and very accessible textbook. The first edition of *Revolutions in Communication* does an excellent job in introducing a wide range of topics, and while the second edition maintains that, it further introduces a level of international orientation that is extremely important and welcome."**

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**"A clear benefit of the second edition of *Revolutions in Communication* is its focus on recent technological revolutions in media. As I tell my undergraduate media history students on the first day, the one constant in professional journalism and related fields is technological change. Seeing how people in the past have dealt with change, as outlined in Kovarik's book, offers a way of keeping history relevant while grappling with shifts in media technologies."**

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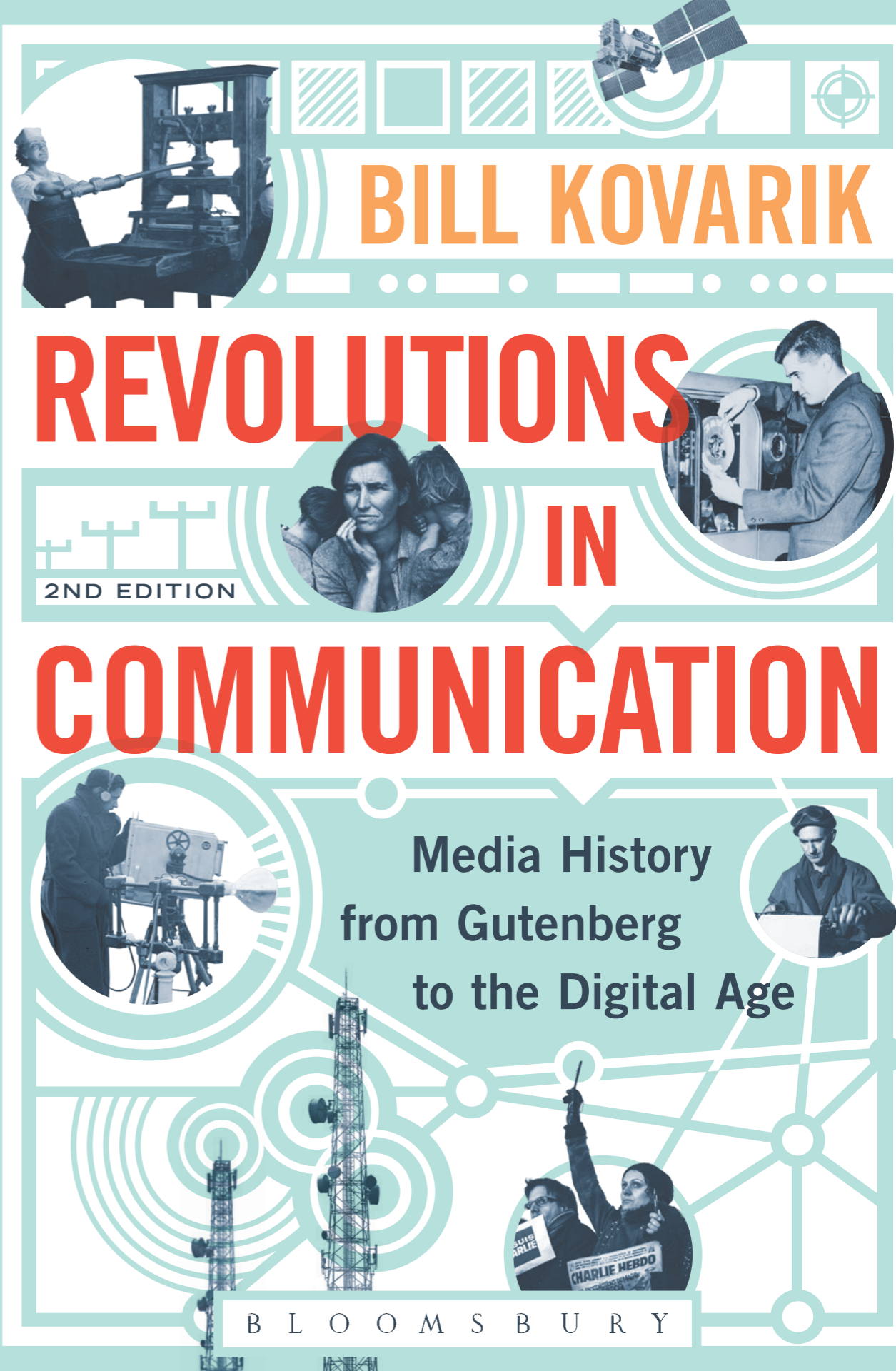
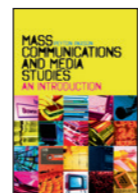
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Bill Kovarik



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