



Internet Communication (Digital Formations)

James W. Chesebro, David T. McMahan, Preston C. Russett

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This textbook examines the Internet as a communication system - the single most pervasive, involving, and global communication system ever created by human beings, with a host of political, economic, cognitive, and sociocultural implications. The Internet crosses all cultural boundaries and is the fastest growing global communication system ever witnessed. The text explores the ways in which the technology of the Internet, beyond its specific content, possesses its own message-generating capabilities that dramatically and decisively affect its users. Focusing on the power of media theories, the text explains, describes, interprets, and evaluates the Internet in insightful, useful, and thoughtful ways. The concepts, processes, functions, and outcomes of the Internet as a global communication technology are used as a way of testing the validity and reliability of media theories, and media theories are used as a way of identifying the powers and limitations of the Internet as a communication system. An overview of the Internet's past and anticipated future is provided

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