

Mass Communication: Spring 2010 Textbook requirements

Class	Instructor	Title	Author	ISBN	Publisher
MCOM 100.001	Dicken	No book required			
MCOM 101.001	J. Lombardi	No book required			
MCOM 105.001	McAlexander	<i>Intro. to Mass Com., Media Literacy & Culture, 5th ed.</i>	Baran	978-0-07-724330-2	McGraw-Hill
MCOM 105.601	Phipps	<i>The Dynamics of Mass Communication, 10th ed.</i>	Dominick	978-0-07-326870-5	McGraw-Hill
MCOM 150.601	Phipps	<i>Radio Station, 7th ed.</i>	Keith	978-0-240-80850-5	Elsevier
MCOM 212.001	McAlexander	<i>Video Production: Disciplines & Techniques, 10th ed.</i>	Gross, Foust, Burrows	978-1-890871-87-1	Holcomb Hathaway
MCOM 213.101	Ryan	<i>Audio in Media, 8th ed.</i>	Alten	978-0-495-09568-2	Cengage
MCOM 246.001	Pack	<i>Mass Media Research: An Introduction, 8th ed.</i>	Wimmer & Dominick	978-0-534-64718-6	Cengage
MCOM 250.001	Lewis	<i>Broadcast Announcing Worktext, 2nd ed.</i>	Stephenson, et. al.	978-0-240-80569-6	Elsevier
MCOM 326.1&2	Pack	<i>Copywriting for the Electronic Media, 6th ed.</i>	Meeske	978-0-495-41117-8	Cengage
MCOM 336.001	J. Lombardi	<i>Programming for TV, Radio and the Internet, 2nd ed.</i>	Perebinosoff, et. al.	978-0-240-80682-4	Elsevier
MCOM 346.001	Phipps	<i>Mass Communication Theory 5th ed.</i>	Baran & Davis	978-0-495-50363-7	Cengage
MCOM 447.001	Pack	<i>The Law of Public Communication, 7th ed. 2009 update</i>	Middleton & Lee	978-0-205-57004-1	Pearson
MCOM 456.001	Sullivan	<i>Creative Strategy in Advertising, 9th ed.</i>	Drewniany & Jewler	978-0-495-38208-9	Cengage
MCOM 465.001	J. Lombardi	No book required			
MCOM 485.001	McAlexander	<i>Sight, Sound, Motion: Applied Media Aesthetics 4th</i>	Zettl	978-0-534-52723-5	Cengage
MCOM 486.001	J. Lombardi	<i>Communication Technology Update, 11th ed.</i>	Grant & Meadows, ed.	978-0-240-81062-1	Elsevier
MCOM 487.001	McAlexander	<i>The Craft of Editing With Final Cut Pro</i>	Wohl	978-0-321-52036-4	Pearson
MCOM 488.101	M. Lombardi	<i>Television Sports Production, 4th ed.</i>	Owens	978-0-240-80916-8	Elsevier
MCOM 490.001	Lewis	No book required			

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MCOM 105.001	McAlexander	<i>Intro. to Mass Com., Media Literacy & Culture, 5th ed.</i>	Baran	978-0-077-24330-2	McGraw-Hill
MCOM 246.701	Lombardi	<i>Mass Media Research: An Introduction, 8th ed.</i>	Wimmer & Dominick	978-0-534-64718-6	Cengage
MCOM 485.701	McAlexander	<i>Sight, Sound, Motion: Applied Media Aesthetics 4th</i>	Zettl	978-0-534-52723-5	Cengage
MCOM 490.001	Lewis	No book required			