



# The Evolution of Media

*Michael A. Noll*

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## **The Evolution of Media** Michael A. Noll

A concise introduction to the evolution of communication media, past, present, and future, this book is unique in that it treats both mass media\_radio, television, and print\_and interpersonal media\_telephony, computer communication, and new technologies. The first part of The Evolution of Media describes the history and development of media technology. The second and third parts of the book develop a taxonomy for media and compare their technological requirements, applications, and other significant elements. The fourth part presents a simple methodology to help predict the success of new media products and services, using sample analyses to illustrate the process. The Evolution of Media is a useful supplement for foundational courses in mass communication and communication history, as well as a primer for anyone interested in understanding the big picture of communication media.

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