

## ***Media Today, 6<sup>th</sup> Edition***

### **Recommended Readings**

#### **Chapter 1: Understanding Mass Media, Convergence, and the Importance of Media Literacy**

- Learning media literacy and unlearning commercial messages  
<http://techcrunch.com/2011/06/14/keen-on-eli-pariser-1/>
- Amazon has built a subscription launchpad with Amazon Prime  
<http://techcrunch.com/2016/04/18/amazon-has-built-a-subscription-launchpad-with-amazon-prime/>
- It's Not Film. It's Not TV. It's Convergence. Here's What It's All About  
<http://www.indiewire.com/article/its-not-film-its-not-tv-its-convergence-heres-what-its-all-about-20140926>
- Henry Jenkins on “Spreadable Media,” why fans rule, and why “The Walking Dead” lives  
<http://www.deepmediaonline.com/deepmedia/2013/01/henry-jenkins-on-spreadable-media.html>
- Social Media Literacy: The 5 Key Concepts  
<http://www.edutopia.org/blog/social-media-five-key-concepts-stacey-goodman>
- Reasons for Media Convergence  
<http://iml.jou.ufl.edu/projects/Spring03/Mallard/reasons.html>
- The Good, Bad and Ugly of Media Convergence  
<http://insights.wired.com/profiles/blogs/the-good-bad-and-ugly-of-media-convergence>
- Convergence Is The Future Of Marketing  
<http://www.forbes.com/sites/marketshare/2012/03/01/convergence-is-the-future-of-marketing/#5fe054d9af67>