



The Business of Media: Corporate Media and the Public Interest

David R. Croteau, William D. Hoynes

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The **Second Edition** of **The Business of Media: Corporate Media and the Public Interest** provides students with the critical, yet careful, analysis of the rapidly changing media industry that they need in order to get behind the headlines and understand our increasingly media-saturated society. Authors David Croteau and William Hoynes examine the possible influence media changes are having on society-paying particular attention to the tension between the media industry's insatiable quest for profits and a democratic society's need for a media system that serves the public interest. The **Second Edition** has been revised and updated to include analysis of the media business in the early years of the 21st century!

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