



Producing New and Digital Media: Your Guide to Savvy Use of the Web

James Cohen, Thomas Kenny

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A Practical Introduction to New and Digital Media is your guide to understanding new media, diving deep into topics such as cultural and social impacts of the web, the importance of digital literacy, and creating in an online environment. It features an introductory, hands-on approach to creating user-generated content, coding, cultivating an online brand, and storytelling in new and digital media. This book is accompanied by a companion website—designed to aid students and professors alike—that features chapter-related questions, links to resources, and lecture slides. In showing you how to navigate the world of digital media and also complete digital tasks, this book not only teaches you how to use the web, but understand why you use it.

KEY FEATURES

- For students- a companion site that features research resources and links for further investigation
- For instructors- a companion site that features lecture slides, a sample syllabus, and an Instructor's Manual.
- Features a unique approach that covers media studies aspects with production and design tutorials.
- Covers up-to-date forms of communication on the web such as memes, viral videos, social media, and more pervasive types of online languages.

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