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### **Editorial Review**

#### **About the Author**

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Joseph Turow is Robert Lewis Shayon Professor of Communication at the University of Pennsylvania's Annenberg School for Communication. He is the author of more than 50 articles and 8 books on mass media industries, including the third edition of his textbook *Media Today: An Introduction to Mass Communication* (Routledge, forthcoming September 2008). He currently serves on the editorial boards of the *Journal of Broadcasting and Electronic Media*, *Journalism*, *Critical Studies in Media Communication*, *Poetics*, the *Sage Annual Review of Communication Research*, and *New Media and Society*. He was Chair of the Mass Communication Division of the International Communication Association from 1993 to 1997.

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