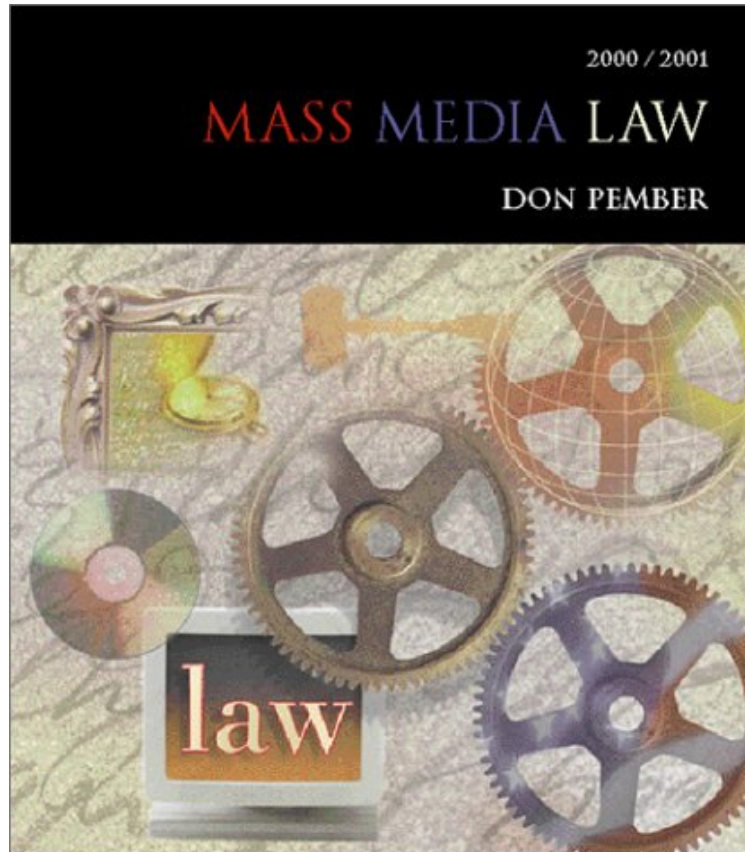


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book does not need to be republished frequently clearly is missing a fundamental point of media law: the mass media and the law are ALWAYS changing. Year to year, and sometimes month to month, new laws are made and new standards set. Since you are probably reading this text as an undergrad you will already be years behind current standards and new laws when you enter your profession (if you don't keep up on your own that is). Imagine how far behind you'll be or lost in class you'll be if you buy a previous edition of this book. They do change critically, if only slightly, from edition to edition.

This current and comprehensive, market-leading textbook addresses the most relevant and important aspects of mass media law in the United States, stretching from the history and adoption of the First Amendment to the most recent judicial opinions, statutory enactments, and regulatory controversies affecting speech across the print, broadcast, cable and Internet media. From the laws of libel and privacy to the regulation of advertising and telecommunications, Mass Media Law examines timely issues that are shaping the United States' legal system and the future of media content.

About the Author Don R. Pember has a doctorate in mass communication law from the University of Wisconsin and is a Professor of Communications at the University of Washington. He is the recipient of the Distinguished Teaching Award and the Society of Professional Journalists Public Service Award.