



# Communication Technology (Series in Communication Technology and Society)

*Everett M. Rogers*

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**Communication Technology (Series in Communication Technology and Society)** Everett M. Rogers

The **Series in Communication Technology and Society** is an integrated series centering on the social aspects of communication technology. Written by outstanding communications specialists, it is designed to provide a much-needed interdisciplinary approach to the study of this rapidly changing field.

The industrial nations of the world have become Information Societies. Advanced technologies have created a communication revolution, and the individual, through the advent of computers, has become an active participant in this process. The "human" aspect, therefore, is as important as technologically advanced media systems in understanding communication technology. The flagship book in the **Series in Communication Technology and Society**, *Communication Technology* introduces the history and uses of the new technologies and examines basic issues posed by interactive media in areas that affect intellectual, organization, and social life. Author and series co-editor Everett M. Rogers defines the field of communication technology with its major implications for researchers, students, and practitioners in an age of ever more advanced information exchange.

## CONTENTS

The Changing Nature of Human Communication

What Are the New Communication Technologies?

History of Communication Science

Adoption and Implementation of Communication Technologies

Social Impacts of Communication Technologies

New Theory

New Research Methods

Applications of the New Communication Technologies

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