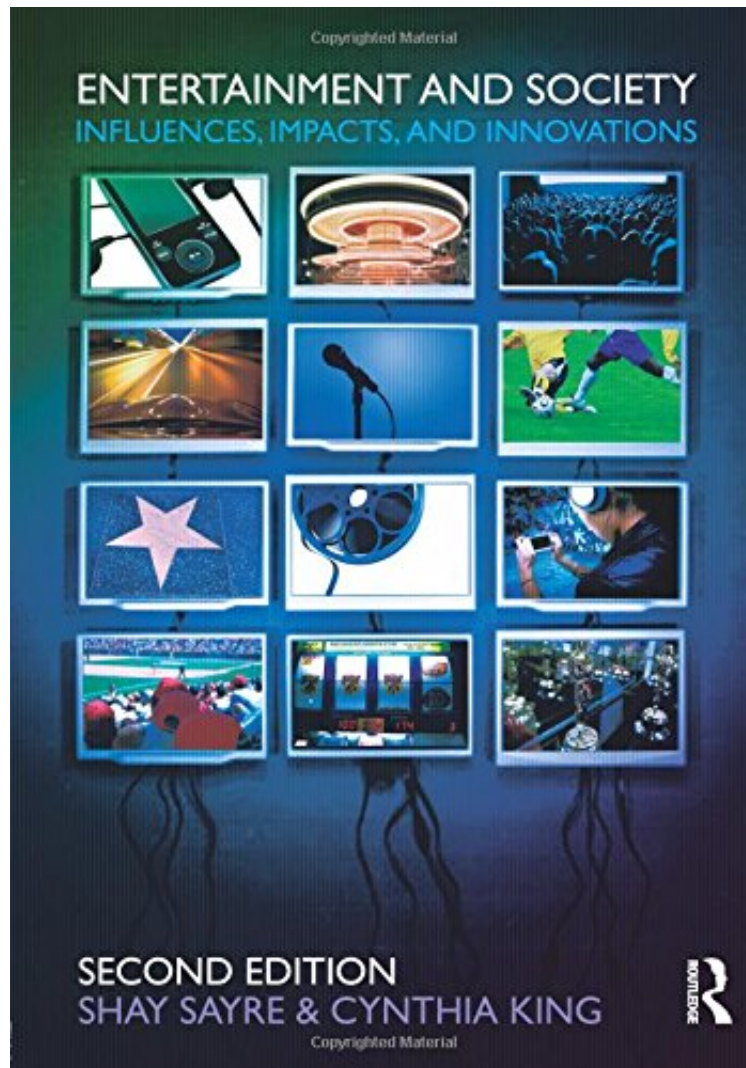


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# Entertainment and Society: Influences, Impacts, and Innovations

*Shay Sayre, Cynthia King*

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The second edition of this innovative textbook introduces students to the ways that society shapes our many forms of entertainment and in turn, how entertainment shapes society. Entertainment and Society examines a broad range of

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Praise for the first edition: "They cover the whole array of what can be entertaining: books, drama, music, films, circuses, television, gaming, gambling, sports, advertising, tourism, and edutainment.... The book is worth being read by scholars who are interested in entertainment studies and as a textbook it will be very useful." Emile G. McAnany *A Quarterly of Communication Research* About the Author Shay Sayre is Professor Emeritus of Communications at California State University, Fullerton. Cynthia King is Associate Professor of Communications at California State University, Fullerton.