



Visual Communication: Images with Messages

By Paul Martin Lester



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Visual communication is just as important as verbal communication, if not more so. VISUAL COMMUNICATION: IMAGES WITH MESSAGES, 5E, shows you how visual perception is used in all forms of communication, whether it's graphic design, photography, television, video, or interactive media. Packed with study and review tools, this communications textbook will not only clearly explain the theories you need to know, but also help you prepare for tests and succeed in class.

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Editorial Review

About the Author

Paul Martin Lester is a tenured, full professor of communications at California State University, Fullerton. After receiving an undergraduate degree in journalism from the University of Texas at Austin and working as a photojournalist for The Times-Picayune in New Orleans, Lester received his Master's from the University of Minnesota and a Ph.D. from Indiana University in mass communications. He is the author or editor of VISUAL JOURNALISM: A GUIDE FOR NEW MEDIA PROFESSIONALS (with Christopher R. Harris); IMAGES THAT INJURE: PICTORIAL STEREOTYPES IN THE MEDIA, Second Edition (with Susan Ross); DESKTOP COMPUTING WORKBOOK, PHOTOJOURNALISM AN ETHICAL APPROACH; and THE ETHICS OF PHOTOJOURNALISM. In addition, Lester has published numerous articles in major communications journals. He has given keynote speeches, panel discussions, presentations and workshops throughout the United States and in Australia, Canada, South Africa, Spain, Sweden, and the Netherlands. Lester's areas of expertise include e-learning, photojournalism practice, mass media and professional ethics, desktop and Internet publishing, visual communications, and new communications technologies.

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