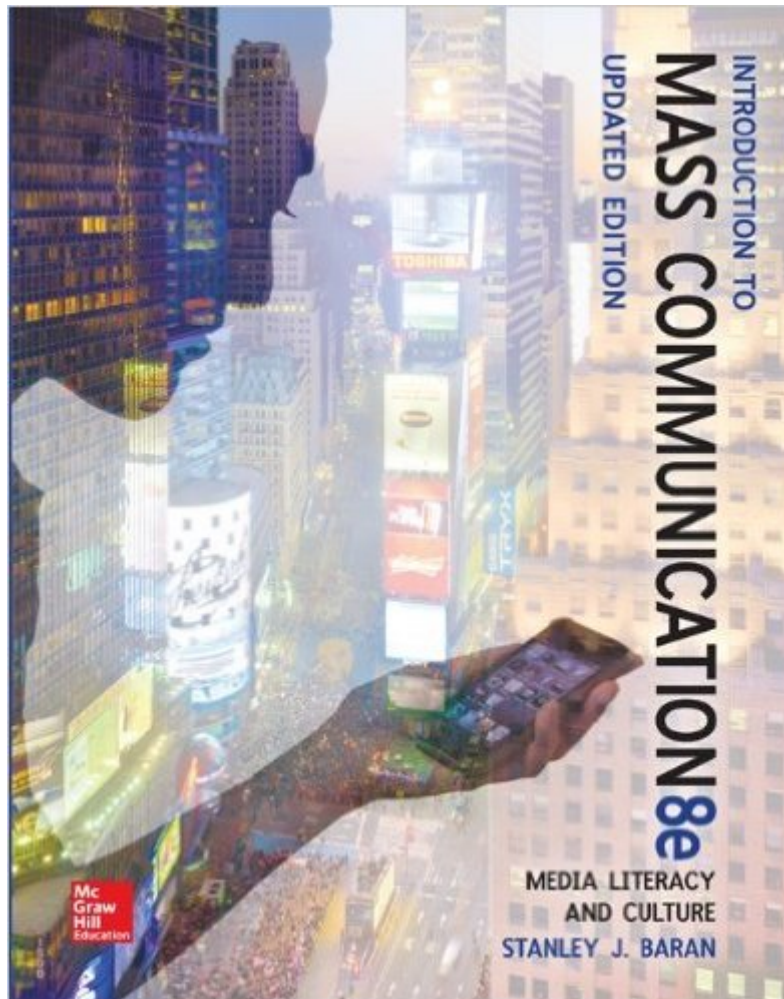


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Introduction To Mass Communication: Media Literacy And Culture Updated Edition



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Introduction to Mass Communication: Media Literacy and Culture is an integrated program that encourages students to be active media consumers and gives them a deeper understanding of the role that the media plays in both shaping and reflecting culture. Through this cultural perspective, students learn that audience members are as much a part of the mass communication process as are the media producers, technologies, and industries. This was the first, and remains the only, university-level program to make media literacy central to its approach, and given recent national and global turmoil, its emphasis on media use and democracy could not be more timely.

Book Information

Paperback: 480 pages

Publisher: McGraw-Hill Education; 8 edition (January 13, 2014)

Language: English

ISBN-10: 0077507983

ISBN-13: 978-0077507985

Product Dimensions: 0.8 x 8.5 x 10.5 inches

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