



Mass Communication Theory: Foundations, Ferment, and Future

By Stanley J Baran, Dennis K Davis, Baran

Cengage Learning, Inc, United States, 2011. Paperback. Book Condition: New. 6th. 229 x 185 mm. Language: English . Brand New Book. MASS COMMUNICATION THEORY: FOUNDATIONS, FERMENT, AND FUTURE, Sixth Edition, introduces you to current and classical mass communication theories and explains the media literacy movement in terms you can understand. Plus, this mass communication textbook helps you develop a better understanding of media theory so you can play a role in the media industry s future. Written in an accessible writing style, the text is designed to help you perform well on exams and succeed in the course.



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