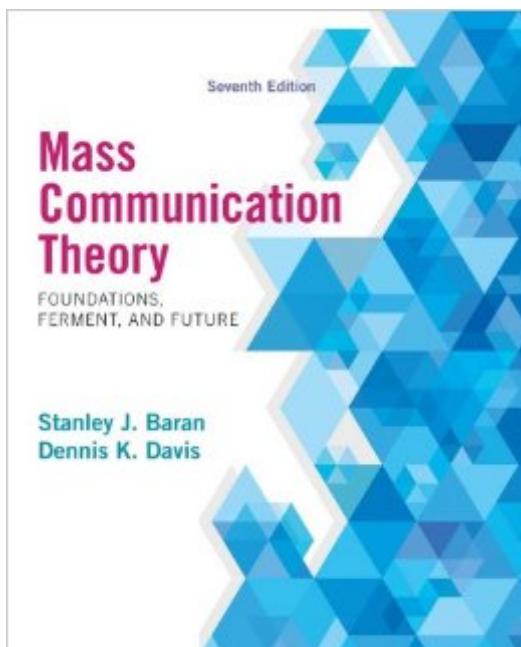


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Mass Communication Theory: Foundations, Ferment, And Future



Synopsis

MASS COMMUNICATION THEORY: FOUNDATIONS, FERMENT, AND FUTURE, Seventh Edition, introduces students to current and classical mass communication theories, and explains the media literacy movement in easily understood terms. Plus, this text helps students develop a better understanding of media theory so they can play a role in the media industry's future. Written in an accessible writing style, the text is designed to help increase exam performance and overall success in the course. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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Customer Reviews

The book is quite good. The seller sent it in pretty fast. Only complaint would have been that the book looks like it had been dunked in water and theb air dried. But then I didn't give it much thought as it came cheap and I opted for a handed down book, which meant getting some deficiency in quality. Recommend for communication researchers and teachers.

I bought rented this book and bought Annual Editions Mass Media 12/13 for my grad class. Both

books appear in pdf form. What I mean by this is the margin space is large, the images appear like pdfs requiring the reader to zoom in and maneuver around the page just to be able to read the content. I wouldn't recommend the version for the Kindle Fire.

This was a great book. Depending on if your class utilizes it well or not, it was VERY helpful in my Theory class. Lots of great information. Quite pricey but it's worth it as long as you get something out of it.

This is possibly the best book on mass comm theory available. One thing I wish the authors would rethink, though, is why they need to include "normative theories" as a separate paradigm? Another is that they might place race and gender scholarship more central to the field -- these have transformed mass comm research and theory building over the decades.

I rented this text. The copy I was in decent condition - good binding, not a lot of highlighter markings. The book itself is easy to read and works well for the class its intended for.

I only previewed it for seven days. Liked everything I have seen so far. As a grad student I can't afford it now, but will definitely buy it later.

This was the exact book that I needed and it came with somethings highlighted that was important to my learning.

I did not learn anything from this book. I have read communication books that are far better.

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