



Applied Mass Communication Theory: A Guide for Media Practitioners

By Rosenberry, Jack; Vicker, Lauren A

Pearson, 2008. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Unit 1: Theory and Research Ch. 1 - Theory and the Study of Communication Ch. 2 - Research Principles and Practices Ch. 3 - Research Methods Ch. 4 - The Research Project Unit 2: Mass Communication Theories Ch. 5 - Historical Developments: Emergence of the Transmission/Direct Effects and Limited Effects Paradigms Ch. 6 - The Individual Perspective on Mass Communication Theory Ch. 7 - The Sociological Perspective on Mass Communication Theory Ch. 8 - The Alternative Paradigms of Critical and Cultural Studies Unit 3: Bridge to the Real World Ch. 9 - Media Law Ch. 10 - Media Ethics Ch. 11 - Media Economics Ch. 12 - Career Preparation for the Mass Media Ch. 13 - Conclusion.



Reviews

The ebook is straightforward in go through preferable to recognize. It typically does not charge too much. Its been designed in an exceptionally straightforward way and it is just following i finished reading this book where basically altered me, affect the way i really believe.

-- Dr. Reta Murphy

It becomes an amazing pdf which i actually have at any time read through. This can be for all those who statte there had not been a worthy of reading through. You wont sense monotony at anytime of your own time (that's what catalogues are for relating to should you check with me).

-- Claud Kris