



## Applied Mass Communication Theory: A Guide for Media Practitioners

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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

It in a of the best publication. It really is rally intriguing through reading through period of time. You will not feel monotony at anytime of your own time (that's what catalogs are for relating to in the event you request me).

-- Dr. Pat Hegmann

It in one of my favorite publication. It is among the most awesome publication i have go through. I am just quickly will get a delight of reading through a published publication.

-- Prof. Martin Zboncak DVM