



Communication Theories: Origins, Methods and Uses in the Mass Media

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This comprehensive and readable text applies communication theories to the mass media with an abundance of current examples from journalism, broadcasting, advertising and public relations to make concepts clear to students. The new edition of Communication Theories addresses the ongoing changes in the mass communication field and the new developments in mass communication theory that are occurring as we move into the new millennium. A new chapter on cyber communication (Chapter 17) offers unique coverage of this critical new medium and an extensively rewritten chapter on media chains and conglomerates (Chapter 16) addresses key developments in that arena. The book is firmly based in the scientific approach—with its emphasis on observation, evidence, logic, and hypothesis testing—but now also features a discussion of critical theory and cultural studies in Chapter 1 of the new edition. Finally, the Fifth Edition features a new boxed reading program, which offers even more real-world illustrations of key concepts.



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