

Mass communication theory : foundations, ferment, and future

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20449192&lokasi=lokal>

Abstrak

This book provides a comprehensive and historically based introduction to mass communication theory. Clearly written with examples, graphics, and other materials to illustrate key theories, the text traces the emergence of two main bodies of mass communication theory: social/behavioral and critical/cultural. It concludes with a discussion of how these two traditions support the media literacy movement and might be combined to produce a new theory of mediated communication. The authors emphasize that media theories are human creations typically intended to address specific problems or issues. This book helps students develop an understanding of theory so they can make better use of media and play a role in the development of new media industries.