

Mcquail's mass communication theory

McQuail, Denis, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20451965&lokasi=lokal>

Abstrak

Summary:

The most recent edition of the pre-eminent text in mass communication theory. Nothing else in the field is as comprehensive, as authoritative, or as popular. A market leading text from a world renowned author