

Media today : an introduction to mass communication

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20441290&lokasi=lokal>

Abstrak

Puts students at the center of profound changes in the twenty-first century media world - from digital convergence to media ownership - and gives them the skills to think critically about what these changes mean for the role of media in their lives.