

Dictionary Of Media And Communication Studies - , Anne Hill

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The Watson and Hill dictionary in its 8th edition presents a fresh and comprehensive overview serving all aspect of the study of media and communication. It provides a detailed compendium of the different facets of personal, group, mass media and Internet communication and continues to be a vital source of information for all those interested in how communication affects our lives. The Dictionary of Media and Communication Studies has provided students and the general public alike with a gateway into the study of intercultural communication, public relations and marketing communications since 1984. New entries in this edition explore the profound shifts that have taken place in the world of communication in recent years. The impact of the new online leviathans such as Amazon, Facebook, Google, Twitter and YouTube is measured against the traditional dominance, globally, of the mass media. Other themes include the interesting changes affecting public service broadcasting, the role of advertising and PR, the nature and extent of regulation, the impact of globalisation and the consumerisation of knowledge and culture. This volume seeks to make its twenty-first century readers more media literate, as well as more critical consumers of modern news. Author: Watson, James Author: Hill, Anne Publisher: Bloomsbury Academic Illustration: N Language: ENG Title: Dictionary of Media and Communication Studies Pages: 00368 (Encrypted PDF) On Sale: 2012-02-16 SKU-13/ISBN: 9780340913383 Category: Business & Economics : Industries - Media & Communications

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