



Mass Communication Theory: Foundations, Ferment, and Future (International ed of 6th revised ed)

By Stanley J. Baran, Dennis K. Davis

Cengage Learning, Inc. Paperback. Book Condition: new. BRAND NEW, Mass Communication Theory: Foundations, Ferment, and Future (International ed of 6th revised ed), Stanley J. Baran, Dennis K. Davis, "Mass Communication Theory: Foundation, Ferment, And Future, International Edition," introduces you to current and classical mass communication theories and explains the media literacy movement in terms you can understand. Plus, this mass communication textbook helps you develop a better understanding of media theory so you can play a role in the media industry's future. Written in an accessible writing style, the text is designed to help you perform well on exams and succeed in the course.



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