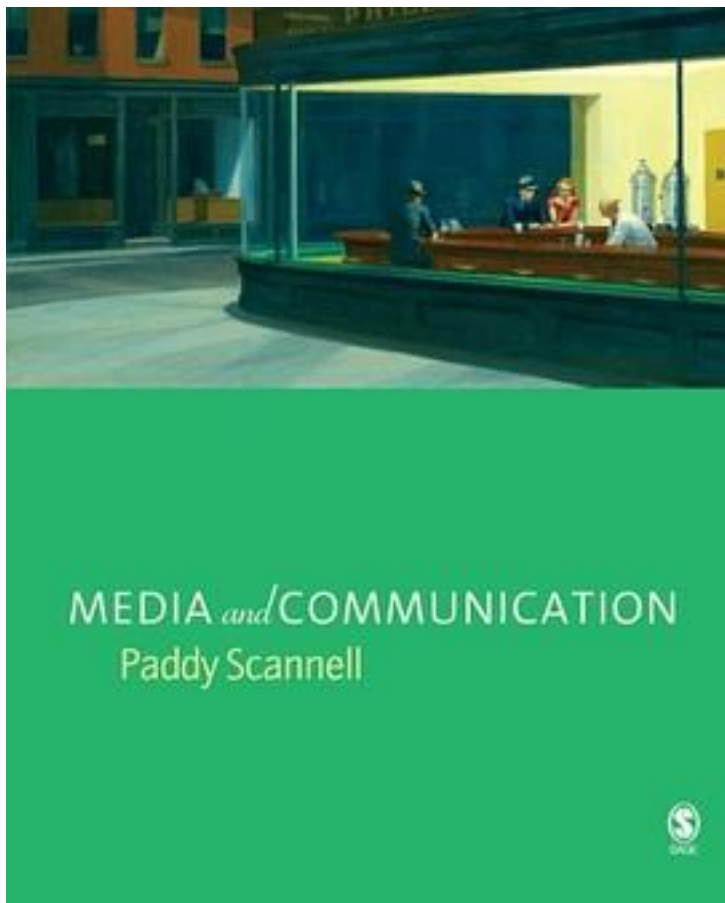


Media and Communication



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Trace the history of communications -- from hieroglyphics to the information superhighway. An intriguing look at the secrets of the media -- the way information is spread by television, radio, newspapers and the Internet. Original photography and lively, informative text illustrate the fascinating story of how people have

communicated with each other across cultures and through the ages. See the oldest printed book in existence, the world's smallest camera, a city destroyed in the 1st century reconstructed by virtual reality, and ancient Roman writing implements. Learn the way a modern global advertising campaign is put together, how journalists record news, why propaganda can backfire, and how photographs can lie. Discover the first alphabets, how body language can betray your secret emotions, how cropping a photograph can reverse its meaning, why telepathic communication could soon be commonplace, and much, much more!

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