

The Interplay of Influence



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出版者:Wadsworth Publishing

出版时间:2005-7-25

装帧:Paperback

isbn:9780534559380

Is there such a thing as unfiltered information? Not in today's age. THE INTERPLAY OF INFLUENCE: NEWS, ADVERTISING, POLITICS, AND THE INTERNET gives you an understanding of how mass media operates in your world and how powerful it can be. And, you'll also discover the shaping role of the Internet in today's mass media. Plus,

it's loaded with study tools and helpful reviews so you can get the grade you need in class, too.

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