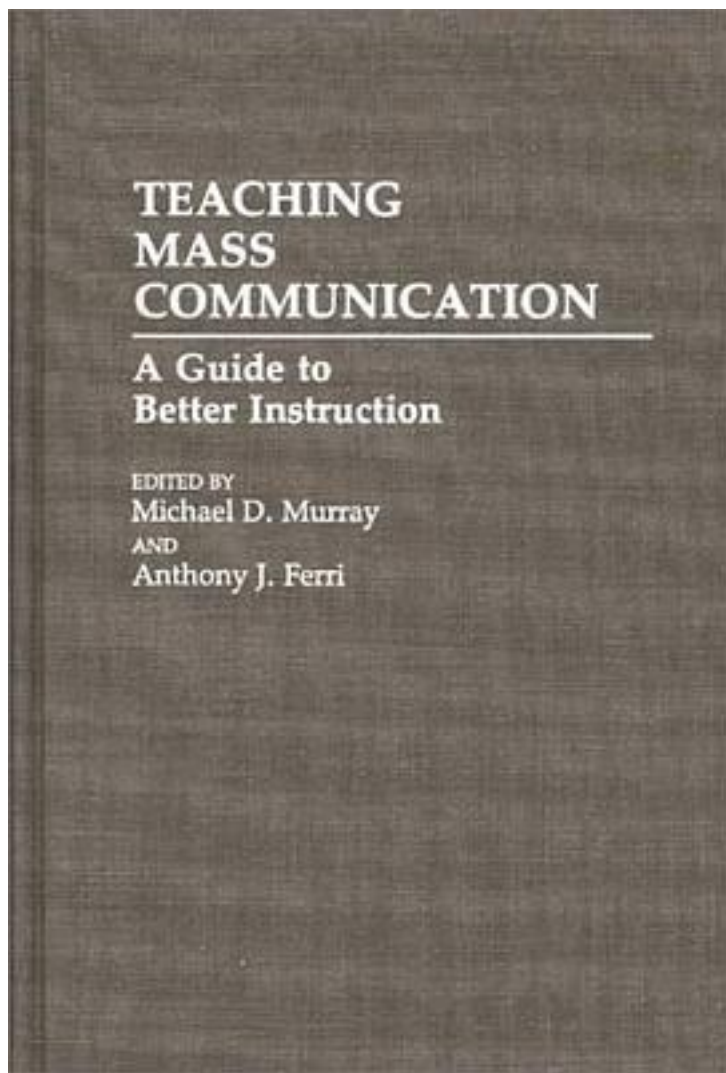


Teaching Mass Communication



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著者:Murray, Michael D.; Ferri, Anthony J.; Murray, Michael D.

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This volume brings together essays by mass communication experts who provide practical information on teaching the communication and journalism courses in which they specialise. The authors make recommendations of practical/applied, theoretical, and advanced courses, representing every area of the mass communications curriculum. The book's contributors include specialists such as Maurine H. Beasley who offers advice to teachers of media history and Jay Black who offers advice on media ethics. Chapter authors suggest course outlines, teaching strategies and methods of testing, and provide reviews of current texts and supplementary materials such as films and other audio-visual aids.

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