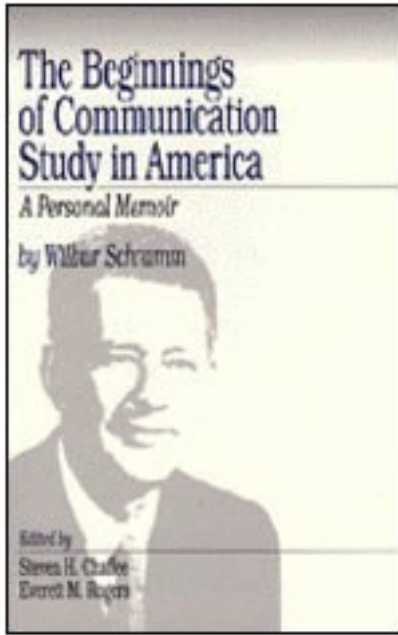


The Beginnings of Communication Study in America



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Universally considered to be the founder of the field of communication studies, Wilbur Schramm left unfinished this final work on his personal perspective of the field. In it, he acknowledged the seminal contributions to communication of four inspirational social scientists whose theories and methods laid the foundation for the discipline: Harold D Lasswell, Paul F Lazarsfeld, Kurt Lewin and Carl I Hovland. This collection has now been posthumously supplemented by the editors, Steven H Chaffee and Everett M Rogers, whose contribution documents the history of the spread of the subject among universities in the United States.

作者介绍:

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书评

本书是传播学之父施拉姆去世后，朋友在整理其遗物时偶然在施拉姆的电脑中发现的书稿整理而成的。在读序言的时候，读到这样一句“就其涉及的主题而言，再没有任何人比施拉姆更有资格来完成这部著作了”，当时尚未开始阅读书中内容，想来是因为就传播学开端这一主题，确实再也没...

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