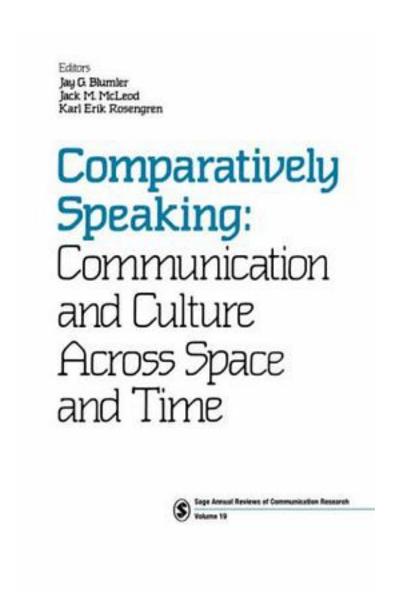
Comparatively Speaking



<u>Comparatively Speaking_下载链接1_</u>

著者:Blumler, Jay G.; Rosengren, Karl Erik; McLeod, Jack M.

出版者:Sage Publications, Inc

出版时间:1992-01-07

装帧:Paperback

isbn:9780803941731

This book provides an authoritative state-of-the-art review of comparative approaches to communication research in the context of time and location. Perspectives unique to mass, interpersonal, political, cultural and organizational communication are explored, while descriptions of well-known empirical projects reveal how collaborations worked and how problems were addressed across different periods and cultures. Comparatively Speaking serves both as a student text and as a stimulus to further research in comparative communication research.

作者介绍:
目录:
Comparatively Speaking_下载链接1_
标签
传播学
评论
书评
Comparatively Speaking_下载链接1_