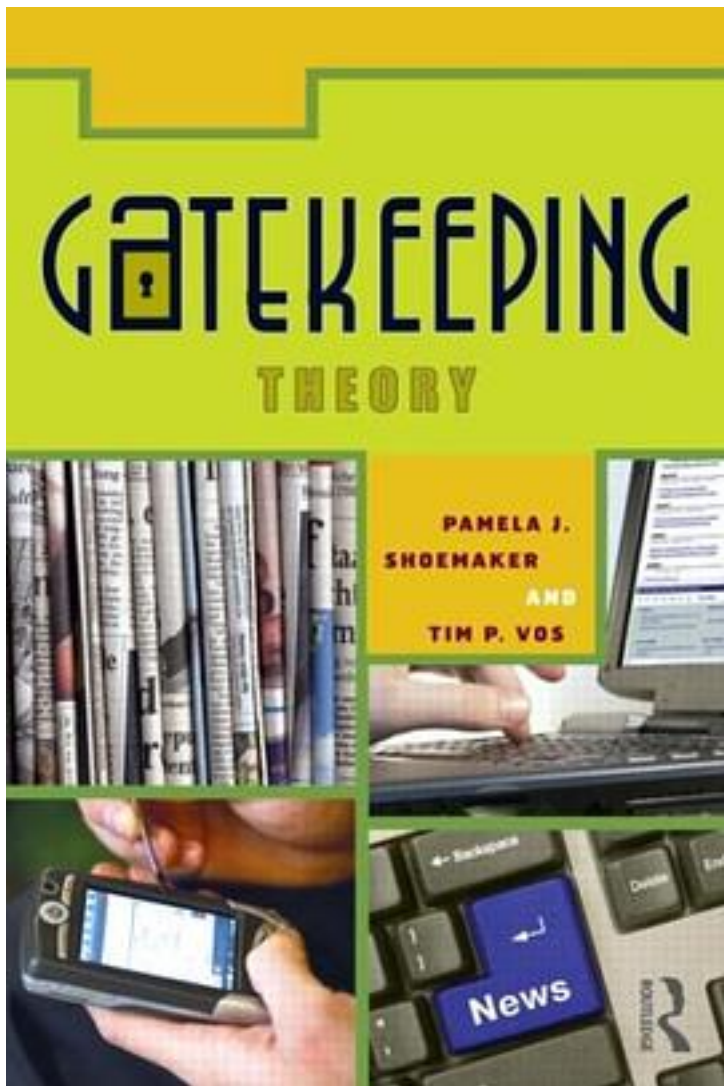


Gatekeeping Theory



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"Gatekeeping Theory" examines one of the most enduring concepts in mass communication scholarship. Simply put, gatekeeping is the process by which the billions of messages that are available in the world get cut down and transformed into the hundreds of messages that reach a given person on a given day. This book offers a critical understanding of how gates and gatekeeping are relevant to today's media world - from traditional mass media outlets such as television and newspapers to blogs.

作者介绍:

目录:

[Gatekeeping Theory_下载链接1](#)

标签

传播学

theory

journalism

评论

接触作者本人，是个脾气有点怪的老太太。不过这本书倒是很简洁易懂。虽是一个老掉牙的理论，但是更新了之后应用的范围其实很广

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书评

very good, let you have a good understanding of the gatekeeping process.

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