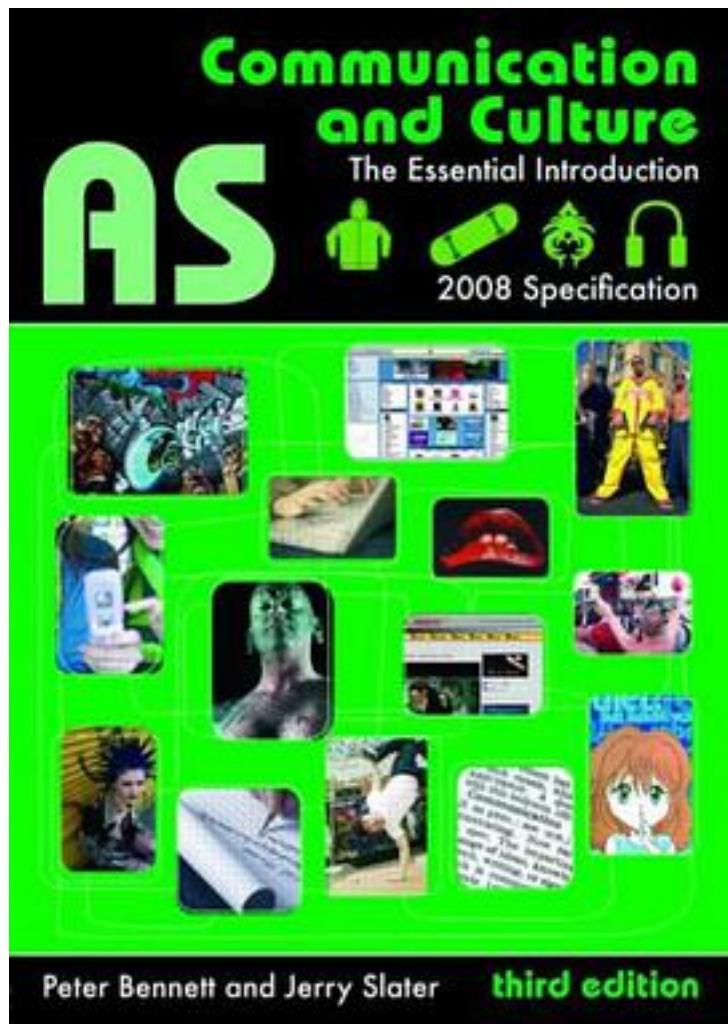


# ` AS Communication and Culture



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著者:Bennett, Peter/ Slater, Jerry

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AS Communicationand Culture: The Essential Introduction is fully revised for

the current GCE Communication and Culture Advanced Subsidiary specification with full colour throughout, over 120 images, new case studies and examples. The authors introduce students step-by-step to the skills of reading communication texts and understanding the link between communication and culture, as well as taking students through the tasks expected of them to pass the AQA AS Communication and Culture exam. The book is supplemented with a website featuring additional activities and resources, quizzes and tests. Areas covered include: an introduction to communication and culture cultural and communication codes semiotics, communication process and models the individual and contemporary culture cultural contexts and practices how to do the coursework how to do the exam examples from advertising, fashion, music, magazines, body language, film and more. AS Communication and Culture: The Essential Introduction clearly guides students through the course and gives them the tips they need to become proficient in understanding and deconstructing communication texts and everyday culture.

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