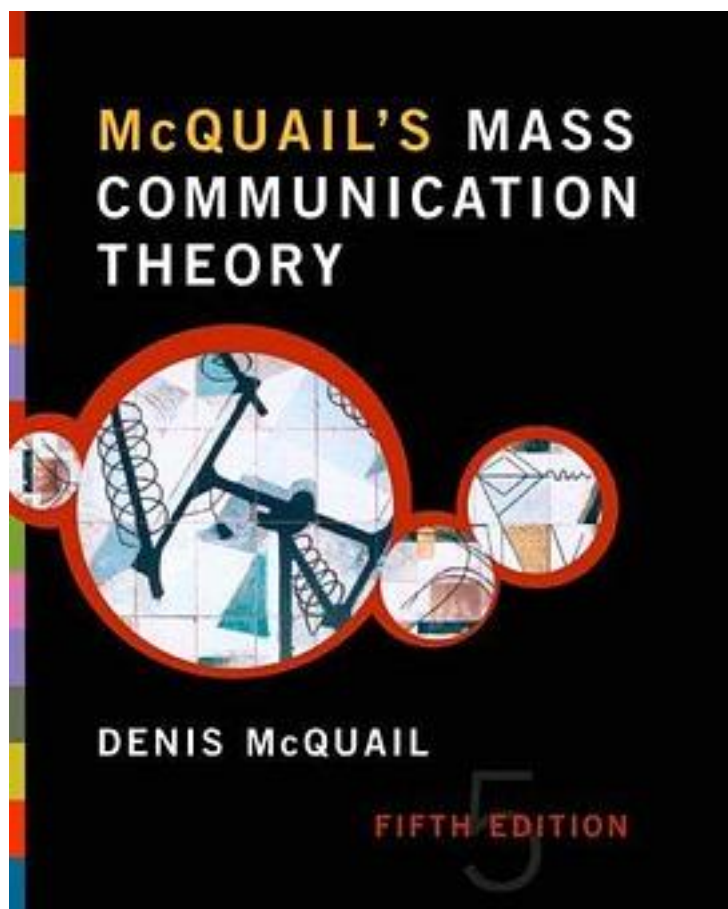


McQuail's Mass Communication Theory



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出版者:SAGE Publications Ltd

出版时间:2010-3-12

装帧:Paperback

isbn:9781849202923

"McQuail's Mass Communication Theory" has been the benchmark for studying mass communication theory for more than 25 years. It remains the most authoritative and comprehensive introduction to the field and still offers unmatched coverage of the research literature. The Sixth Edition of this bestselling textbook covers everything a

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