



Introduction to Mass Communication: Media Literacy and Culture, with Free Media World CD-ROM and PowerWeb

Stanley J. Baran, Stanley Baran

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This text emphasizes that media audiences can take more active roles as media consumers and have a deeper understanding of the influence the media have in both shaping and reflecting culture. Through this cultural perspective, students learn that audience members are as much a part of the mass communication process as are the media producers, technologies, and industries. Baran was the first university-level text to make media literacy central to its approach.

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