The Handbook of Media and Mass Communication Theory, 2 Volume Set
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DESCRIPTION

The Handbook of Media and Mass Communication Theory presents a comprehensive collection of original essays that focus on all aspects of current and classic theories and practices relating to media and mass communication.

• Focuses on all aspects of current and classic theories and practices relating to media and mass communication
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• Gives niche theories new life in several essays that use them to illuminate their application in specific contexts
• Features coverage of a wide variety of theoretical perspectives
• Pays close attention to the use of theory in understanding new communication contexts, such as social media

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ABOUT THE AUTHOR

Robert S. Fortner is Professor of Journalism and Mass Communication at the American University in Bulgaria. He is the author or editor of seven books and almost 100 essays.
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