

Librería
Bonilla y Asociados
desde 1950



Título: Media Of Mass Communication

Autor: Vivian John

Precio: \$1752.00

Editorial:

Año: 2010

Tema:

Edición: 10ª

Sinopsis

ISBN: 9780205693054

Updated in a new 10th edition, this book is organized around a "balanced" approach and provides the principles and foundations of media literacy with coverage of contemporary media issues.

This book covers the on-going transformations in mass media and offers accessible insight into the important issues through lively examples, streamlined coverage, and a robust media tools.