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Communication research is conducted. It also includes chapters reviewing the most frequently addressed topics in communication science. This book presents an overview of theory in general and of communication theory in particular, while offering a broad look at topics

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in communication that promote understanding of the key issues in communication science for students and scholars new to communication research. The book takes a predominantly "communication science" approach but also situates this approach in the broader field of

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Communication, and addresses how communication science is related to and different from such approaches as critical and cultural studies and rhetoric. As an overview of communication science that will serve as a reference work for scholars as well as a text for the introduction

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to communication graduate studies course, this volume is an essential resource for understanding and conducting scholarship in the communication discipline.

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communications. Cross-media is explained through the presentation and analysis of contemporary examples and project-based tutorials in cross-media development. The text introduces fundamental terms and concepts, and provides a solid

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overview of cross-media

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specific examination of media and

genres to a discussion of the concepts involved in designing and developing

cross-media communications. There

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full of hands-on exercises that shows how cross-media can be applied. For the DVD-ROM: [http:](http://www.lulu.com/content/817927)

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This text makes explicit what has

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been implicit for so long: that media literacy skills can and should be taught directly and that, as we travel through the 21st century, media literacy is an essential survival skill for everyone in our society.... This text takes the position that media, audiences, and culture develop and

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This concise book presents theory and teaches skills allowing students from all academic backgrounds to understand the communication field.

This revised edition of a now classic

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text includes a new introduction by Henry Jenkins, explaining ‘ Why Fiske Still Matters ’ for today ’ s students, followed by a discussion between former Fiske students Ron Becker, Elana Levine, Darrell Newton and Pamela Wilson on the theme of ‘ Structuralism and Semiotics, Fiske-

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Style'. Both underline the continuing relevance of this foundational text in communication studies. How can we study communication? What are the main theories and methods of approach? This classic text provides a lucid, accessible introduction to the main

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authorities in the field of Media communication studies, aimed at students coming to the subject for the first time. It outlines a range of methods of analysing examples of communication, and describes the theories underpinning them. Thus armed, the reader will be able to

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tease out the latent cultural meanings in such apparently simple communications as news photos or popular TV programmes, and to see them with new eyes.

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Edition explores these issues and guides us through current political communication theories and beliefs by detailing the fluid landscape of political communication and offering us an engaging introduction to the field and a thorough tour of the discipline. Author Richard Perloff

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examines essential concepts in this arena, such as agenda-setting, agenda-building, framing, political socialization, and issues of bias that are part of campaign news. Designed to provide an understanding and appreciation of the principles involved in political communication

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companion website with resources for students and instructors, The Dynamics of Political Communication prepares you to survey the political landscape with a more critical eye, and encourages a greater understanding of the challenges and occurrences presented in this

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This publication aims to introduce undergraduate students to the research practices of communication science, with the emphasis on fundamental and basic research.

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Media Studies is a comprehensive text for introductory and advanced courses in the growing field of media studies, integrating history with close textual analysis in a concise, readable style. Explores the growing synergies between print and online journalism, and the growth of independent

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Journalism through blogging

Discusses the ways advertising is connected to print and screen, economically and from the perspective of the reader Gives students the analytical skills they need in a presentation that is readable without sacrificing

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Complexity Allows students to move
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