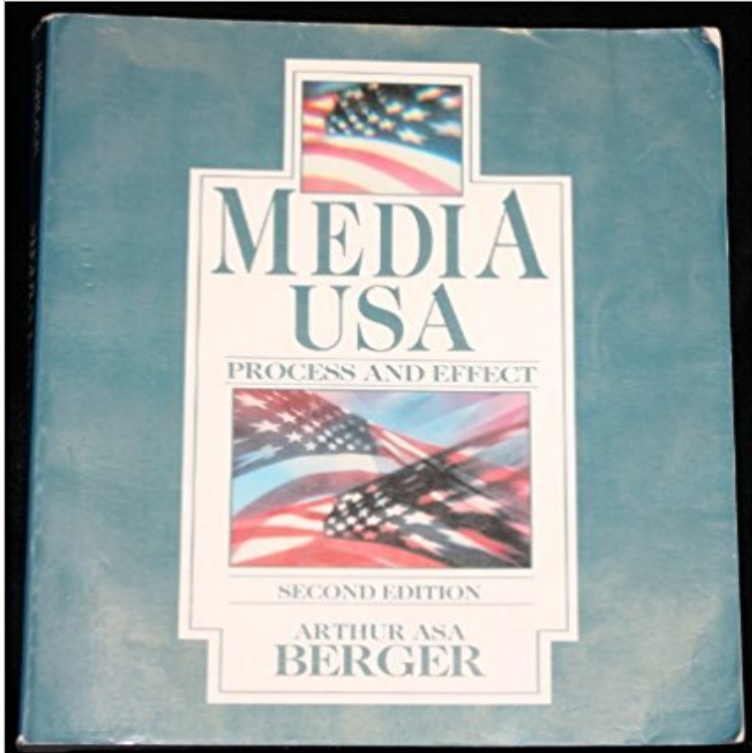


## Media USA: Process and Effect (Longman series in public communication)



Revised and updated, this text features a collection of articles centred on the relationship between the mass media and American society and culture. The articles are written by some of America's most distinguished and renowned scholars, practitioners, critics and media insiders. This text includes 16 articles, including several original pieces written especially for this edition; essays which include discussion of media ethics, international media, new technology, and mass communication theory; a user-friendly format with a balance between theoretical essays and articles dealing with specific media texts.

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