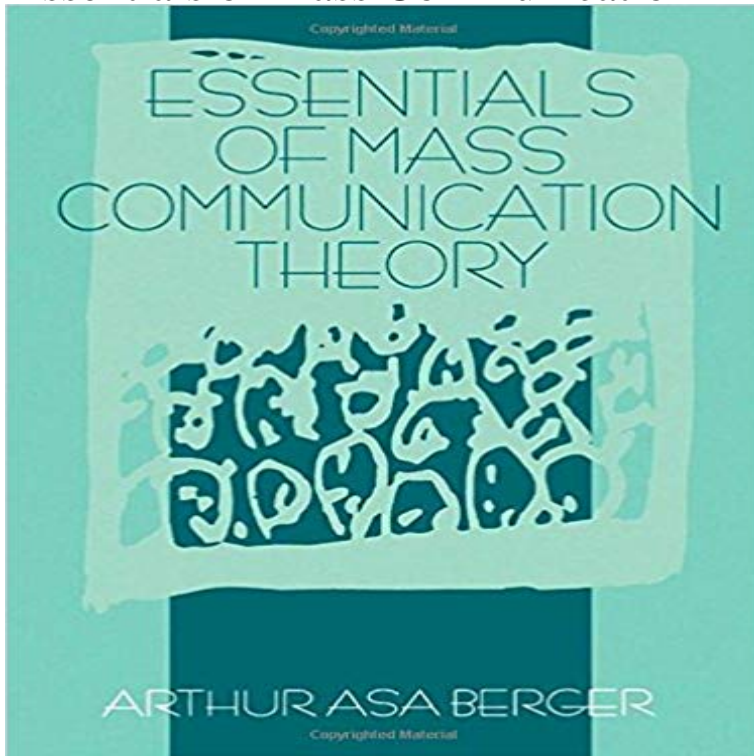


Essentials of Mass Communication Theory



This comprehensive resource on mass communication theory is structured around the key conceptual areas of text, audience, media, production and society. Using illustrations from popular genres - particularly film and television - Arthur Asa Berger combines his broad knowledge of the mass communications field with his unique ability to translate difficult theories and models into comprehensible terms and accessible language. He concludes with suggestions for further work and discussion plus an up-to-date bibliography, making this an excellent introduction for students of communication.

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