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Joseph R Dominick wrote Dynamics of Mass Communication: Media in Transition in 2012, and this 12th revised edition contains all you will need to know on this subject. Published by McGraw-Hill Higher Education, the text book is now available in pre-owned format from our marketplace.

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The Media of Mass Communication, 12th Edition. John Vivian 's academic home is Winona State University in Minnesota, where has taught a wide range of mass communication courses. He holds a Medill journalism degree from Northwestern University and earlier from Gonzaga University.

Vivian, The Media of Mass Communication, 12th Edition ...

Terms in this set (12) media gratification. actual needs satisfied by the media. cognition. the act of coming to know something. diversion. stimulation, relaxation, emotional release. social utility. strengthen tie with family, friends, and others in society.

Chapter 2 Dynamics of Mass Communication - Quizlet

Explore how the traditional mass media are dealing with shrinking audiences, evaporating advertising revenue and increased competition from the Internet. The 12th edition brings students up-to-date on the latest developments in the media world including cyber-bullying; new media business ...

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