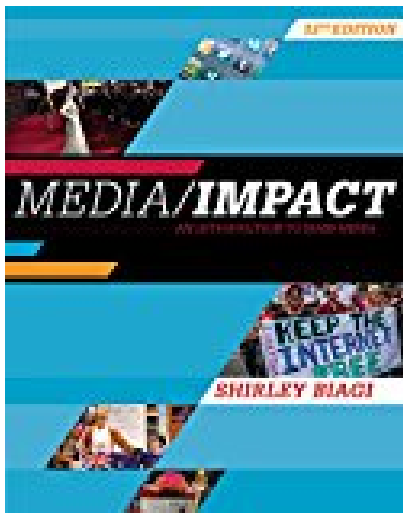


Media Impact An Introduction to Mass Media Cengage Series in Communication Arts



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BOOK SYNOPSIS

Consistently praised for its engaging writing style, currency, and visual appeal, MEDIA/IMPACT introduces students to today's converged mass media—its industries and support industries, as well as the legal, ethical, social, global, and technologic

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