

mass communication theory baran pdf

Stanley Baran is the founding chair of the Department of Communication at Bryant University, where he teaches courses in mass communication and communication theory.

Mass Communication Theory: Foundations, Ferment, and

The mass media is a diversified collection of media technologies that reach a large audience via mass communication. The technologies through which this communication takes place include a variety of outlets. Broadcast media transmit information electronically, via such media as film, radio, recorded music, or television. Digital media comprises both Internet and mobile mass communication.

Mass media - Wikipedia

Audience theory is an element of thinking that developed within academic literary theory and cultural studies. With a specific focus on rhetoric, some, such as Walter Ong, have suggested that the audience is a construct made up by the rhetoric and the rhetorical situation the text is addressing. Others, such as Ruth Mitchell and Mary Taylor, have said writers and speakers actually can target ...

Audience theory - Wikipedia

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