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Nota di bibliografia	Includes bibliographical references (p. 205-221) and indexes.
Nota di contenuto	Contents; Preface; About the Author; Introduction; I: Media Powers; II: The Internal Mass Media Organization; III: The External Mass Media Organization: Constituency Groups; Conclusion; References; Author Index; Subject Index
Sommario/riassunto	Making Media Content addresses the development of media content and the various factors and constituencies that influence content, such as advertisers, corporate interests, owners, and advocacy groups. It examines the strategic decision-making of mass media organizations as they determine what content they present to their audiences through broadcast, publication, or electronic access. The work focuses on the internal and external influences on media content, laying out the various processes and opening up the topic for further consideration. This book will appeal to academics in