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Altri autori (Persone)	DowningJohn (John Derek Hall)
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Nota di bibliografia	Includes bibliographical references and indexes.
Nota di contenuto	Prolegomena -- Audiences, users and effects -- Economy and power -- Specific areas of media research.
Sommario/riassunto	Offers a comprehensive overview of the field of media studies at the start of the 21st century. This text examines five distinct areas including basic approaches, methods of media research perspectives on media in society, the media mosaic, & the audience.