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Sommario/riassunto	Several thousand newspapers and magazines,several several hundred general entertainment and other channel of satellite TV, broadband internet connections on computers,about 350 million cellphones, almost a thousand plus movies every year-all this reminds us that we are in ICE Age-the age of information,communication and entertainment.Many career opportunities have been thrown open by a booming media business. Mass communication have scaled the Himalayan height.It is the time to capture the excitement,the novelty and vibrancy of this field between the covers of a book .This book treats mass comm

