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| Sommario/riassunto      | Several thousand newspapers and magazines, 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 |

