

Librería
Bonilla y Asociados
desde 1950



Título:

Autor:

Precio: \$716.00

Editorial:

Año: 2006

Tema:

Edición: 1ª

Sinopsis

ISBN: 9781412918732

Incorporates a reorganized format into three clearly-defined sections (culture and society; systems, design and industries; and institutions and governance) to make the material more accessible for students and easier to incorporate into course design

Provides updated chapters to combine classic studies and background material with latest developments in the field since the first edition appeared in 2002

Offers a new introduction by the editors to clearly lay out several main themes in new media studies and distinguish the field from and relative to mass media research, as well as providing instructors a guide for 'how to use the Handbook' in courses.

Includes re-titled chapters to reflect their central focus or topic and help students and instructors frame the diversity of material in the book