

Librería
Bonilla y Asociados
desde 1950



Título:

Autor:

Precio: \$551.00

Editorial:

Año: 2008

Tema:

Edición: 2ª

Sinopsis

ISBN: 9780415989763

In this classic text, James W. Carey maintains that communication is not merely the transmission of information; reminding the reader of the link between the words communication and community, he broadens his definition to include the drawing-together of a people that is culture. In this context, Carey questions the American tradition of focusing only on mass communication's function as a means of social and political control, and makes a case for examining the content of a communication_the meaning of symbols, not only the motives that originate them or the purposes they serve. He seeks to recast the goal of communication studies, replacing the search for deterministic laws of behavior with a simpler, yet far more challenging mission: to enlarge the human conversation by comprehending what others are saying.