Librería

Bonilla y Asociados

desde 1950





Título:

Autor: Precio: \$1752.00

Editorial: Año: 2010

Tema: Edición: 10^a

Sinopsis ISBN: 9780205693054

Updated in a new 10th edition, this book is organized around a "balanced" approach and provides the principles and foundations of media literacy with coverage of contemporary media issues.

This book covers the on-going transformations in mass media and offers accessible insight into the important issues through lively examples, streamlined coverage, and a robust media tools.

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