

<<传播学专业英语教程>>

图书基本信息

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内容概要

《传播学专业英语教程》（第四版）是一本经典的传播学教材。该书介绍了大众传播学的基本概念及媒介产业的相关知识，系统地介绍了传统的图书、报刊、影视、广播以及新兴的互联网等信息传播媒介的起源、现状及未来趋势。本教材案例新颖、内容生动有趣、教学支持体系完善，经改编、注释后适合专业英语教学及双语教学的需要，尤其便于多媒体教学。

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书籍目录

PART ONE LAYING THE GROUNDoRK 1 Mass Communication , Culture , and Media Literacy
 Media Literacy What Is Mass Communication? Communication Defined Mass
 Communication Defined What Is Culture? Culture as Socially Constructed Shared Meaning
 Functions and Effects of Culture Mass Communication and Culture Mass Media as Cultural
 Storytellers Mass Communication as Cultural Forum Scope and Nature of Mass Media The Role
 of Technology The Role of Money Cultural Forum: Audience as Consumer or Audience as Product?
 Changes Concentration of Ownership and Conglomeration Globalization Audience
 Fragmentation Hypercommercialism Erosion of Distinctions among Media: Convergence Mass
 Communication, Culture, and Media Literacy Oral Culture The Invention of Writing
 Literate Culture The Gutenberg Revolution The Industrial Revolution Media Literacy
 Elements of Media Literacy Media Literacy Skills Living Media Literacy: Living a Media Literate Life
 Resources for Review and Discussion Chapter Review Key Terms Questions for
 Review Questions for Critical Thinking and DiscussionPART TWO MEDIA , MEDIA
 INDUSTRIES,AND MEDIA AUDIENCES 2 Books Book Timeline A Short History of Books Books
 in Colonial North America Books and Their Audiences The Cultural Value of the Book Media
 Echoes: The Role of Books in Social Movements Using Media to Make a Difference: Our Bodies, Ourselves
 Censorship Scope and Structure of the Book Industry Categories of Books From Idea to
 Publication Trends and Convergence in Book Publishing Convergence Conglomeration
 Demand for Profits and Hypercommercialism Growth of Small Presses Restructuring of Book
 Retailing Cultural Forum: Freedom to Read Developing Media Literacy Skills: The Lessons of Harry
 Potter Living Media Literacy: Start a Citywide Book Conversation Resources for Review and Discussion
 Chapter Review Key Terms Questions for Review Questions for Critical Thinking
 and Discussion3 Newspapers4 Magazines5 Film6 Radio and Sound Recording7 Television8 The
 Internet and the World Wide Web : Changingthe ParadigmPART THREE MASS-MEDIATED CULTURE IN
 THE INFORMATIoN AGE9 TheorieS and Efiects of Mass Communication10 Media Freedom , Regulation
 , and EthicsGlossary

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