

The Dynamics Of Mass Communication

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Dr. Dominick is the author of three books in addition to The Dynamics of Mass Communication and has published more than thirty articles in scholarly journals. From 1976 to 1980, Dr. Dominick served as editor of the Journal of Broadcasting.

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The Dynamics of Mass Communication Joseph R. Dominick University of Georgia, Athens 𐀀 McGraw-Hill College Boston Burr Ridge, IL Dubuque, IA Madison, WI New York San Francisco St. Louis

The Dynamics of Mass Communication

Mass communication Refers to the process by which a complex organization with the aid of one or more machines produces and transmits public messages that are directed at large, heterogeneous, and scattered audiences.

(Chapter 1) The Dynamics of Mass Communication Flashcards ...

mass communication. a process where a complex organization w/ the aid of one or more machines produces & transmits public mssgs that are directed at large, heterogeneous scattered audiences. mass media (medium) channels used for mass communication; message travels from source to reciever. media vehicle.

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