

Converging Media A New Introduction To Mass Communication.pdf

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The mass media is a diversified collection of media technologies that reach a large audience via mass communication. The technologies through which this communication takes place include a variety of outlets.

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This is a learning module for the class Contemporary Social / Mass Media Theory taught at Purdue University by Sorin Adam Matei. Knowledge gap hypothesis proposes that more information does not always mean a better informed public, or at least that not all members of the public will be better informed to the same degree.

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