

# Media Now Understanding Media Culture And Technology 10th Edition

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journalism students scholars and professional journalists understanding media convergence sheds light on the future of the media and the transformations that will affect us all

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understanding media users provides students with a solid history of media effects and an integrated account of analytical approaches that constitute media reception theory

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this book explores the visual and material cultures of presidential commemoration memorials and monuments libraries and archives and the problematic ways in which presidents themselves have largely taken over their own commemoration the author sees these various commemorative sites as playing a key role in the construction of our collective political and cultural self images and as another sign of our preoccupation with celebrity culture ultimately he contends these presidential temples reflect not only our civil religion but also the extraordinary expansion of executive authority and presidential self

commemoration since fdr

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