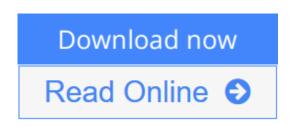


Communication Models for the Study of Mass Communications

By Denis Mcquail, Sven Windahl



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Presents the main existing models of the mass communications process which have been developed during the last thirty years, providing brief descriptions of the most significant concepts and ideas in the study of mass communication, using graphic and verbal models.

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