



# Introduction to Mass Communication 2001: Media Literacy and Culture

*Stanley J. Baran*

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## **Introduction to Mass Communication 2001: Media Literacy and Culture** Stanley J. Baran

This text emphasizes the view that media audiences can take more active roles as media consumers and have a deeper understanding of the influence the media has in both shaping and reflecting culture. Through this cultural perspective, students learn that audience members are as much a part of the mass communication process as are the media producers, technologies, and industries.

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