

<<传播学专业英语教程>>

图书基本信息

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内容概要

《传播学专业英语教程》（第四版）是一本经典的传播学教材。该书介绍了大众传播学的基本概念及媒介产业的相关知识，系统地介绍了传统的图书、报刊、影视、广播以及新兴的互联网等信息传播媒介的起源、现状及未来趋势。本教材案例新颖、内容生动有趣、教学支持体系完善，经改编、注释后适合专业英语教学及双语教学的需要，尤其便于多媒体教学。

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