

Introduction to Mass Communication: Mass Communication, Culture & Media Literacy

CMN 203: Mass Communication Structure and Process

Chapter Objectives

- Understand the definition of mass communication and mass media
- Discuss what mass media convergence means and why it is important
- Explain the meaning and importance of culture's relationship with the mass media
- Analyze the ways in which the mass media affect our everyday lives
- Explain what the term "media literacy" means

Media Literacy

- A media-literate person is:
 - Knowledgeable about the influences that guide media organizations

Mass Communication An Introduction

A Gutmann



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