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A) is as old as the mass media themselves and continues to drive the media today. B) is no longer a part of the media environment as a result of the Internet. C) intensified and later began to fade during the 20 th century.

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Marshall McLuhan Mass Media communication intended for a mass audience ... - print v electron... media manipulation manus ("hand") + root of plere ("to fill")... Skillful handling o... A pseudo-grassroots campaign, usually in politics; take off th... Influencing public policy, usually legislation or regulation.

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Praised for its dynamic writing style, The Media of Mass Communication, 11e helps students see why the media are in such a tumultuous transition and provides tools for understanding the reshaping of the entire media industry.

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