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Salem Press Announces *Principles of Mass Communication*

Mass Communication is the latest volume in Salem's *Principles of Science* series, which includes *Microbiology, Energy, Marine Science, Cybersecurity, Information Technology, and Mathematics*, to name a few.

This new resource explores the broad field of mass communication ranging from print to interactive multimedia websites. Introducing readers to the history of mass communication beginning with print, this title takes readers through the evolution of how publications have communicated with the masses as the digital world has progressed over time.

Principles of Mass Communication begins with a comprehensive Editor's Introduction to this important topic written by Joy Crelin. This volume continues to expand on different facets of mass communication in depth in its 120+ entries that follow a convenient alphabetical arrangement, making specific topics easy to find.

Mass Communication is a broad concept, referring to the way in which messages are delivered through mass media. This title explores the variety of ways mass communication has taken place over the last several hundred years and how it has evolved alongside modern technological advancements. The production of mass communication by a diverse range of organizations, individuals, corporations, politicians, and more is explored with historical context through a modern lens. Various communication channels including print, television, radio, and social media platforms, to name a few, are studied in relation to their influence on culture and society. This title provides a critical look into the ways that mass communication can misinform or mislead readers, offering insights for readers to increase their critical thinking skills and digital literacy. Offering guidance for navigating the seemingly unlimited influx of information in our modern world, this title provides a foundation for readers to consume information with a critical eye.

Entries in *Principles of Mass Communication* range from one to five pages in length. Topics discussed include:

<ul style="list-style-type: none">• Advertising• Broadcasting• Corporate Media• Digital Distribution• Film	<ul style="list-style-type: none">• Media Objectivity• Photography• Propaganda• Political Communication Trends• Public Relations
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<ul style="list-style-type: none"> • Hashtag Activism • Journalism • Influencers and Social Media • Media Bias 	<ul style="list-style-type: none"> • Streaming Media • Social Media • Telecommunications • User-Generated Content Marketing
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Entries begin with a brief Abstract describing the key elements of the article, followed by a Background section and an Overview. All entries end with a helpful Further Reading section.

This work also includes helpful appendices, including:

- Bibliography;
- Glossary;
- Organizations;
- Subject Index

Principles of Mass Communication, as well as all Salem Press reference books, is available in print and as an e-book. Please visit www.salempress.com for more information.

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Principles of Mass Communication

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