Information Science Reference

# Advanced Methodologies and Technologies in Media and Communications

Media and communication advancements allow individuals across the globe to connect in the blink of an eye. Individuals can share information and collaborate on new projects like never before while also remaining informed on global issues through ever-improving media outlets and technologies. Advanced Methodologies and Technologies in Media and Communications provides emerging research on the modern effects of media on cultures, individuals, and groups. While highlighting a range of topics such as social media use and marketing, media influence, and communication technology, this book explores how these advancements shape and further the global society. This book is an important resource for media researchers and professionals, academics, students, and communications experts seeking new information on the effective use of modern technology in communication applications.

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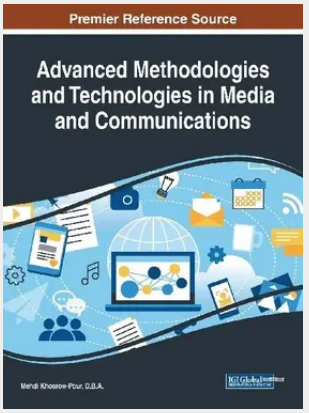


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