

<<媒体>>

图书基本信息

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内容概要

An intriguing look at the secrets of the media-the way news is spread by television, radio, newspapers, and the Internet. Original photography and lively, informative text illustrate the fascinating story of how people have communicated with each other across cultures and through the ages.

书籍目录

What are media? Early communication Spreading the word Body language and gestures The story of writing Communicating with pictures Finding your way Postal systems Words in print The power of the press The first telecommunications Telecommunications today The impact of radio The moving image The television age Making news Advertising Mass marketing Persuasive propaganda Perception and interpretation Secret communication Emergency communication The computer revolution Virtual reality The Internet Future technology Index

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