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Mass media is communication that is to a large group, or groups, of people in a short time. Mass communication refers to the technology that is used to communicate to a large group, or groups of people in a short time frame. Interpersonal communication is kind of how it sounds.

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mass media research in the professional world through simplified explanations of goals, procedures, and uses of information in mass media research. We want you to be comfortable with research and to recognize its unlimited value, so we use extensive practical applications to illustrate its use in the world today. Please read this Preface.

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