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The Media of Mass Communication, 12th Edition. John Vivian 's academic home is Winona State University in Minnesota, where has taught a wide range of mass communication courses. He holds a Medill journalism degree from Northwestern University and earlier from Gonzaga University.

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Eleventh Edition. Terms in this set (221) Mass Media. Mass media are the vehicles through which messages are disseminated to mass audiences. The term is also used for industries build on mass media: the television and book media.

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