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New Technologies and the Media (Key Concerns in Media Studies)

Gerard Goggin

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New Technologies and the Media (Key Concerns in Media Studies) Gerard Goggin

Explaining the key theories of technology and media, this book cuts through the jargon and tech-speak to provide a guide to the dynamics of digital technologies. Combining a keen sense of media history as well as up-to-the-minute case studies, the author discusses how technology is at the heart of enduring media such as the press and broadcasting.

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