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Denis McQuail, the British social scientist and foundational theorist in mass communication both through his scholarship and his hugely influential textbook *McQuail's Mass Communication Theory*, died on June 25. He was 82 years old.

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Mass communication theory: an introduction. It offers an integrated treatment of the major components of mass communication - the sender, the message and the audience - and encompasses the various forms of mass communication in contemporary societies including television, radio, newspapers, film, music and new communication technologies.

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Denis McQuail (12 April 1935, London – 25 June 2017) was a British communication theorist, Emeritus Professor at the University of Amsterdam, considered one of the most influential scholars in the field of mass communication studies.

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Denis McQuail is Emeritus Professor of Mass Communication at the University of Amsterdam. He is the author of a number of seminal works in the field, including Media

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McQuail's Mass Communication Theory is not just a seminal text in the study of media and society-it is

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The Theorist of Mass Communication: Denis McQuail, 1935 ... Mcquails Mass

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McQuail's Mass Communication Theory is a very (very) comprehensive text for mass communication studies. It contains a great deal of information on mass comm theory, most of which is clear and concise. American students may need to be aware, however, of the differences in British language patterns. Those take some getting used to.

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About the author (2010)

Denis McQuail is emeritus professor of communication at the University of Amsterdam

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and visiting professor in the Department of Politics, University of Southampton. His books include Audience Analysis (1997) and McQuail's Mass Communication Theory (5th ed. 2005), a comprehensive introduction to the field... McQuail's Mass Communication Theory by Denis McQuail (2000 ... Denis McQuail's Mass Communication Theory is not just a seminal text in the study of media and society - it is a benchmark for understanding and appreciating the long and winding road people and their media have taken to get us here. McQuail's Mass Communication Theory Denis McQuail's Mass

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