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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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The sixth and seventh media, Internet and mobile phones, are often referred to collectively as digital media; and the fourth and fifth, radio and TV, as broadcast media. Some argue that video games have developed into a distinct mass form of media. While a telephone is a two-way communication device, mass media communicates to a large group.

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