

دستورالعملی در مورد

- 1- a Codes
- 2- C circumstances
- 3- C genres
- 4- C choices
- 5- b combinations
- 6- d Language
- 7- b industry
- 8- ~~a~~ a regulations
- 9- d meanings
- 10- b Conventions
- 11- C communication
- 12- a making sense
- 13- a ~~interpretations~~ representation
- 14- d influences
- 15- a audience
- 16- d Both a & b

17- (a) presence

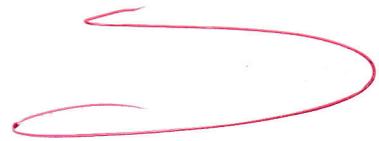
18- (C) telling the truth

19- (b) bias

20- (d) stereotyped

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تعارف = 2x0 = 0
superstructure

52

Media text

کرتوفی لکھی و لیا

Audience

media effects : are any of the consequences of mass media operation whether intended or not
interpersonal : communication with others

تعارف
توضیح (ورجیٹ)

- Theological
- individual rights
- Attaining truth
- public watchdog
- representation
- informational

- ownership
- advertising
- legitimate
- religion

True / False

کن ۱۴۱۲

29 - T

✓

34 - F

30 - T

✓

35 - T

31 - F

✗

36 - T

32 - T

37 - F

33 - F

38 - F

Theory of communication

- 1- who communicates with whom? (source, receiver)
- 2- why communicates? (function, purpose)
- 3- How does it take place? (channel, language)
- 4- what about? (content)
- 5- what are the results (intended or unintended)

Steps (1) → why, where, citizens the role of
significance of mass media

1- message is sent out in some form of

mass communication

- 2- The message is delivered rapidly
 - 3- The message reaches large audience
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