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Joseph Dominick is a retired professor in the College of Journalism and Mass Communication at the University of Georgia. He received his undergraduate degree from the University of Illinois and his Ph.D. from Michigan State University in 1970.

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Dominick is the author of three books in addition to The Dynamics of Mass Communication and has published more than thirty articles in scholarly journals. From 1976 to 1980, Dr. Dominick served as editor of the Journal of Broadcasting. He has received research grants from the National Association of Broadcasters and from the American Broadcasting Company and has consulted for such organizations as the Robert Wood Johnson Foundation and the American Chemical Society.

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AC 171 The Dynamics of Mass Communication Chapter 2

when the mass media are able to join different elements of society that are not directly connected (ex. when mass

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