

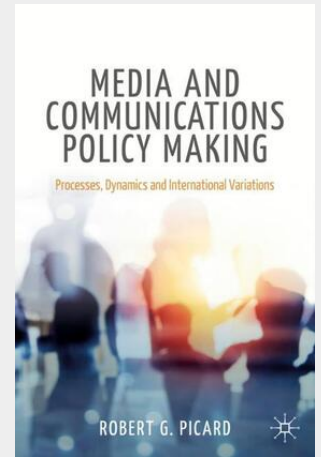
Picard

Media and Communications Policy Making

Processes, Dynamics and International Variations

This textbook focuses on how media and communications policy is made and what influences its design. It explores the structures and processes in which policymaking takes place worldwide, the factors that determine its forms, influence its elements, and affect its outcomes. It explores how to analyze policy proposals, evaluate policy, and use policy studies approaches to examine policy and policymaking. Truly international in scope, it lays out the variety of political, social, economic, and institutional influences on policy, the roles of industries and policy advocates in the processes, and issues and factors that complicate effective policymaking and skew policy outcomes. This textbook is a valuable resource for advanced undergraduate and postgraduate students.

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42,79 €

39,99 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9783030351724

Medium: Buch

ISBN: 978-3-030-35172-4

Verlag: Springer International Publishing

Erscheinungstermin: 26.03.2020

Sprache(n): Englisch

Auflage: 1. Auflage 2020

Serie: Palgrave Global Media Policy and Business

Produktform: Kartoniert

Gewicht: 446 g

Seiten: 279

Format (B x H): 155 x 235 mm

