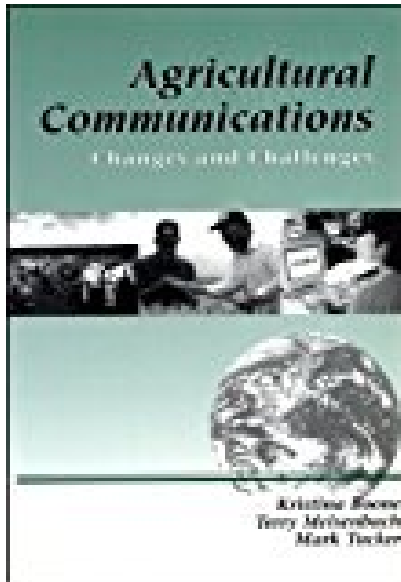


Agricultural Communications Changes and Challenges



BOOK DETAILS

- Author : Kristina Boone
- Pages : 120 Pages
- Publisher : Wiley-Blackwell
- Language : English
- ISBN : 0813821673



BOOK SYNOPSIS

Agricultural Communications addresses the historical milestones as well as critical issues that will shape the future of agricultural communications, both as a profession and an academic discipline. The purpose of the book is to provide a "snapshot" of the transitional state of agricultural communication at the beginning of the 21st century through discussions of its history, ethics, trends, how to research stories, the influence of media ownership, and the impact of electronic communications. Nexus points provide issues for discussions, and personal perspectives by prominent professionals offer insights into the careers of today and the direction of the future.

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