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Reading: Severin & Tankard, Mass Communication Theories Chapter 6, Chapter 13 Pg. 262 - 272 (General Trends In Effects Theory), Pg. 276 (Social Learning Section); Pg. 280-281 (McLuhan's Media Determinism); Pg. 283-288 (Effects Of Television Violence) UM Drive McGuire, W.J. (19 Apr 4th, 2024

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