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Vivian is a former national president of Text and Academic Authors. His *The Media of Mass Communication* has been the leading textbook in its field since the first edition. Judges for the TAA Texty Award gave the title the first perfect score in history. Vivian is at home in the scholarly and pedagogical journals of his field.

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John Vivian is a Professor in the Department of Mass Communication at Winona State University. Peter J. Maurin teaches in the Communications Department at Mohawk College. Previous to that, he taught in the Communications Studies Program at Brock University and in the Journalism Program at Niagara College.

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The Media of Mass Communication

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