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The Media of Mass Communication, 12th Edition. John Vivian 's academic home is Winona State University in Minnesota, where has taught a wide range of mass communication courses. He holds a Medill journalism degree from Northwestern University and earlier from Gonzaga University.

## **Vivian, The Media of Mass Communication, 12th Edition ...**

Terms in this set (12) media gratification. actual needs satisfied by the media. cognition. the act of coming to know something. diversion. stimulation, relaxation, emotional release. social utility. strengthen tie with family, friends, and others in society.

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