



Media creativity and planning - (2nd Edition)(Chinese Edition)

By CHEN ZHU ZHU

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date :2012-11-01 Pages: 230 Publisher: Communication University of China Press title: media creativity and planning - (2) List Price: 36 yuan Author: Chen significantly Publisher: Communication University of China Publishing Date :2012-11-1 ISBN: 9787565705571 Words: Pages: 230 Edition: 2 Binding: Paperback: 16 product size and weight: Editor's Summary core materials of Journalism and Communication in the 21st Century: media and creative Planning (2nd Edition) . identified several thrust: first. media creativity and planning cultural live. they see. think. done must rely on a rich cultural heritage. This will involve a multidisciplinary theory of cultural studies. communication studies. aesthetics. sociology. anthropology. psychology. history. and even the system science. marketing. creative thinking and knowledge. Heritage of cultural knowledge. optical skills certainly is not. Which are entering the era of digital dissemination. we can not retake little smart survival and development of the road to go to the media guidelines? Second. the quick way of creative planning is not want to learn media creativity and planning. the focus is you want to discover how to make an effort yourself. This thing...



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