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Denis McQuail is emeritus professor of communication at the University of Amsterdam and visiting professor in the Department of Politics, University of Southampton. His books include Audience Analysis (1997) and McQuail's Mass Communication Theory (5th ed. 2005), a comprehensive introduction to the field that takes full account of new technologies and globalization issues.

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Denis McQuail (12 April 1935, London - 25 June 2017) was a British communication theorist, Emeritus Professor at the University of Amsterdam, considered one of the most influential scholars in the field of mass communication studies.

Denis McQuail - Wikipedia

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