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# Deep Mediatization

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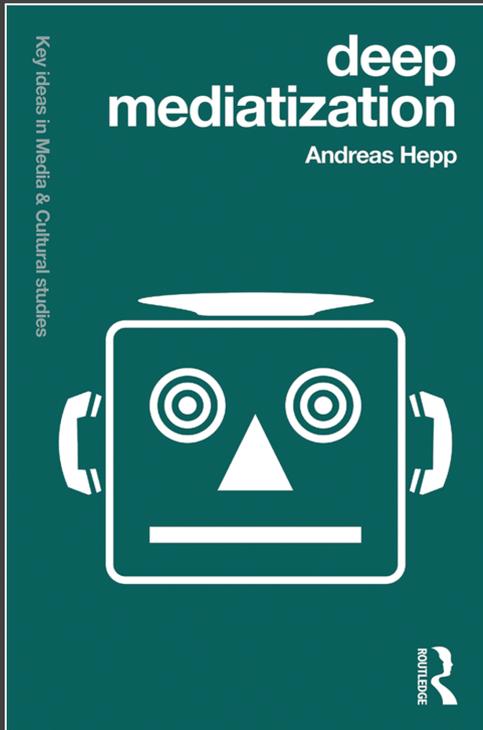
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*'Andreas Hepp has written a state-of-the-art, nuanced argument about the power of mediatization. Blending sociological sophistication and a critical eye, Hepp demonstrates the multiple and dynamics dimensions of mediatization. This book should be mandatory for media scholars grappling with how the media have transformed contemporary societies.'* - Silvio Waisbord, Professor, School of Media and Public Affairs, George Washington University

*'With Deep Mediatization, Andreas Hepp gives us a way to slip beneath the choppy surface of contemporary media and to see currents of social change that are stronger, older, and longer-lasting than many of us have imagined. This is social oceanography at its finest.'* - Fred Turner, Harry and Norman Chandler Professor of Communication at Stanford University



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