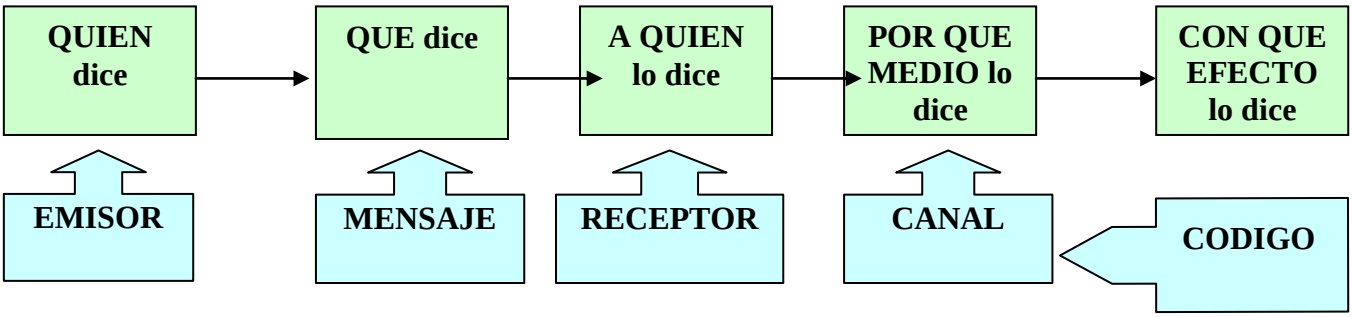
EL PROCESO DE LA COMUNICACION

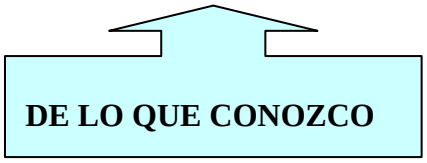
ARISTOTELES

Paradigma de LASSWELL

[1]

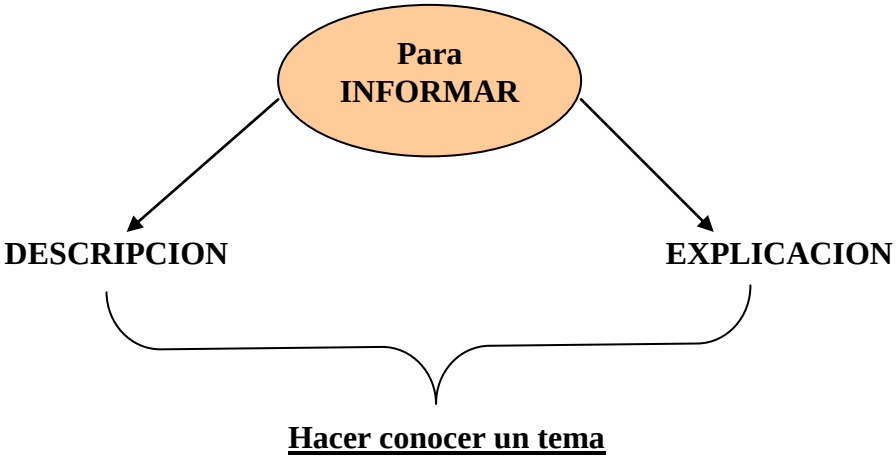


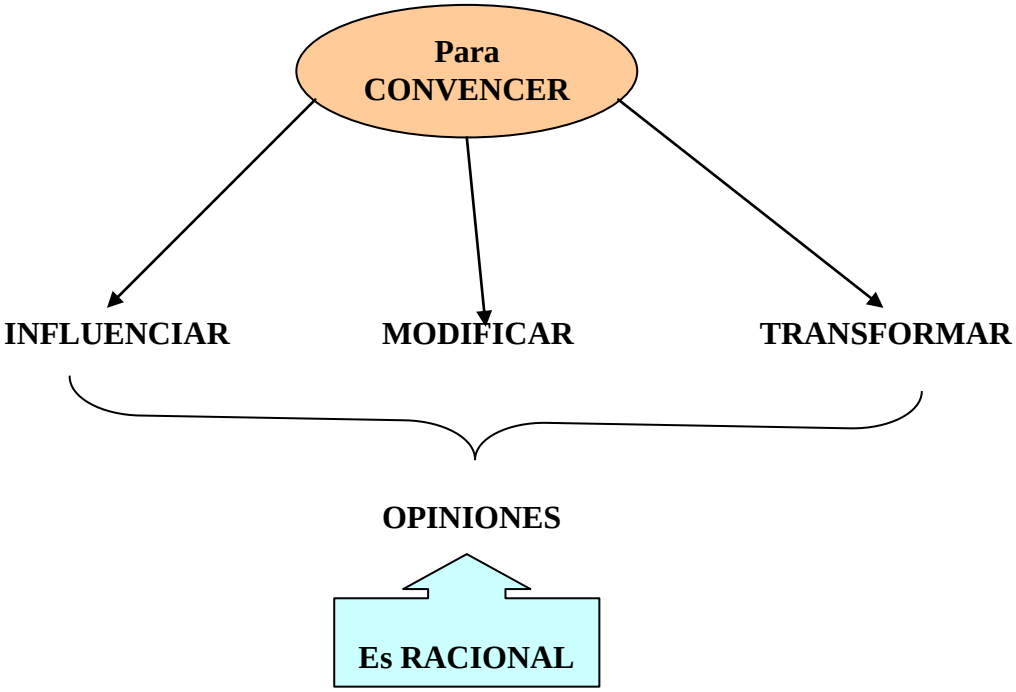
1)- ¿DE QUE HABLAR?.

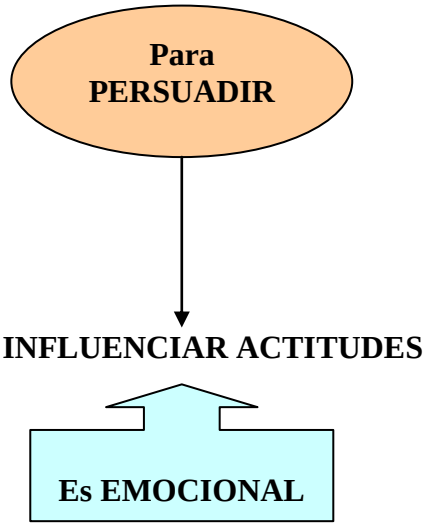


[1]LASSWELL, Harold (EE.U.-1948)

2)- ¿PARA QUE HABLAR?:






Para
PERSUADIR
INFLUENCIAR ACTITUDES
Es EMOCIONAL