LOCAL NEWSPAPERS IN A CONTEXT OF MEDIATIZATION: APPROACHING STRATEGIES TO READERS

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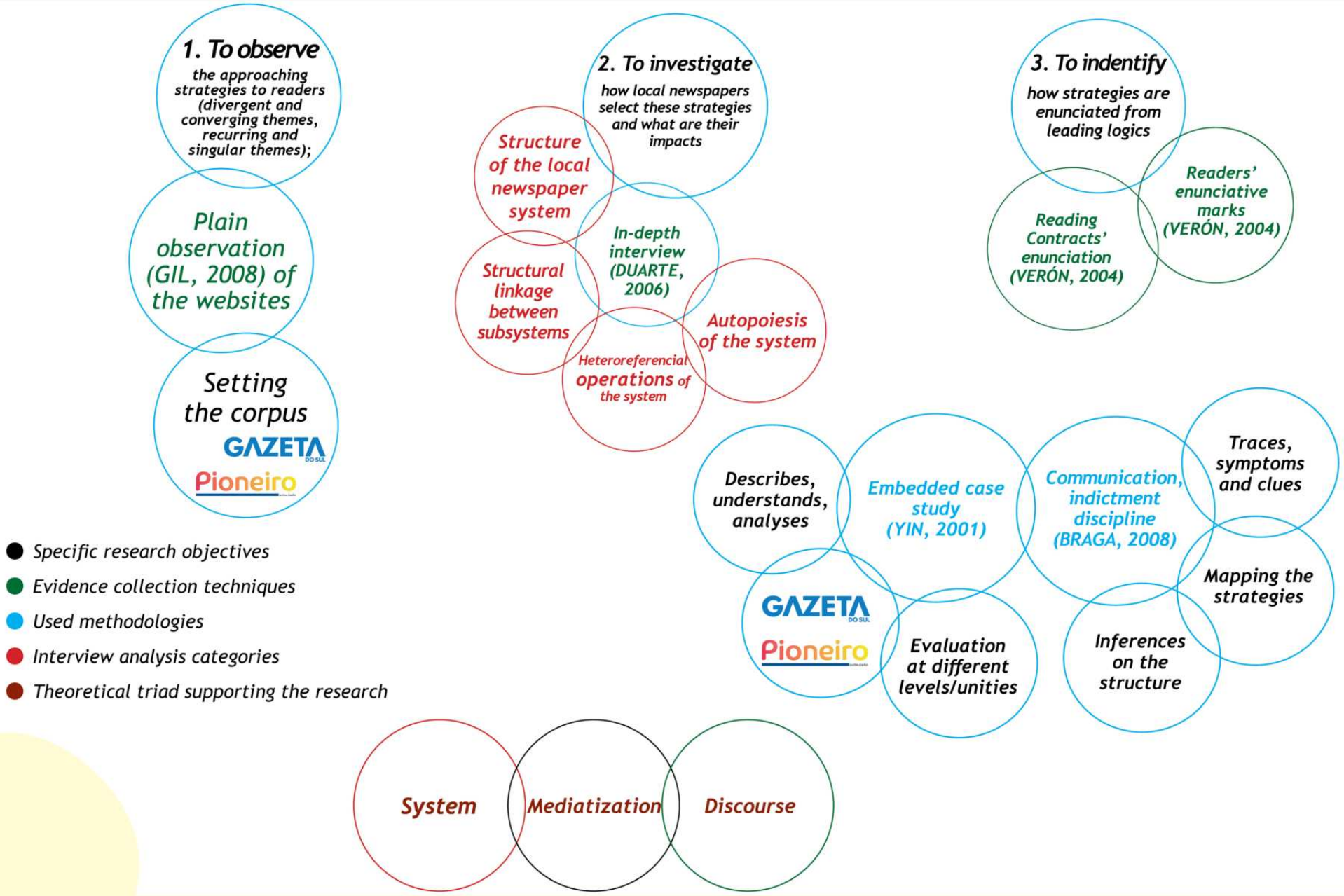
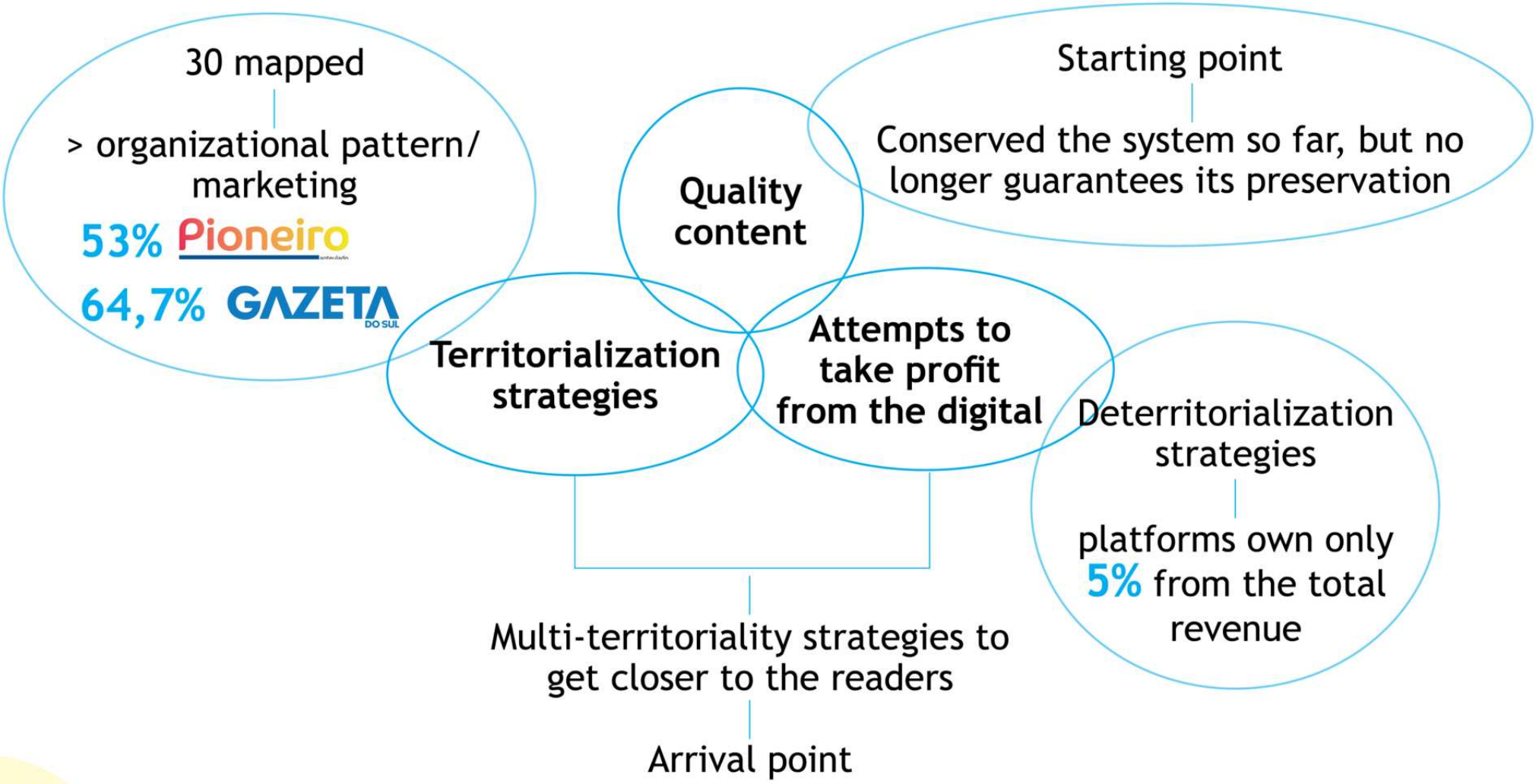
2018

RESEARCH SYSTEMATIZATION

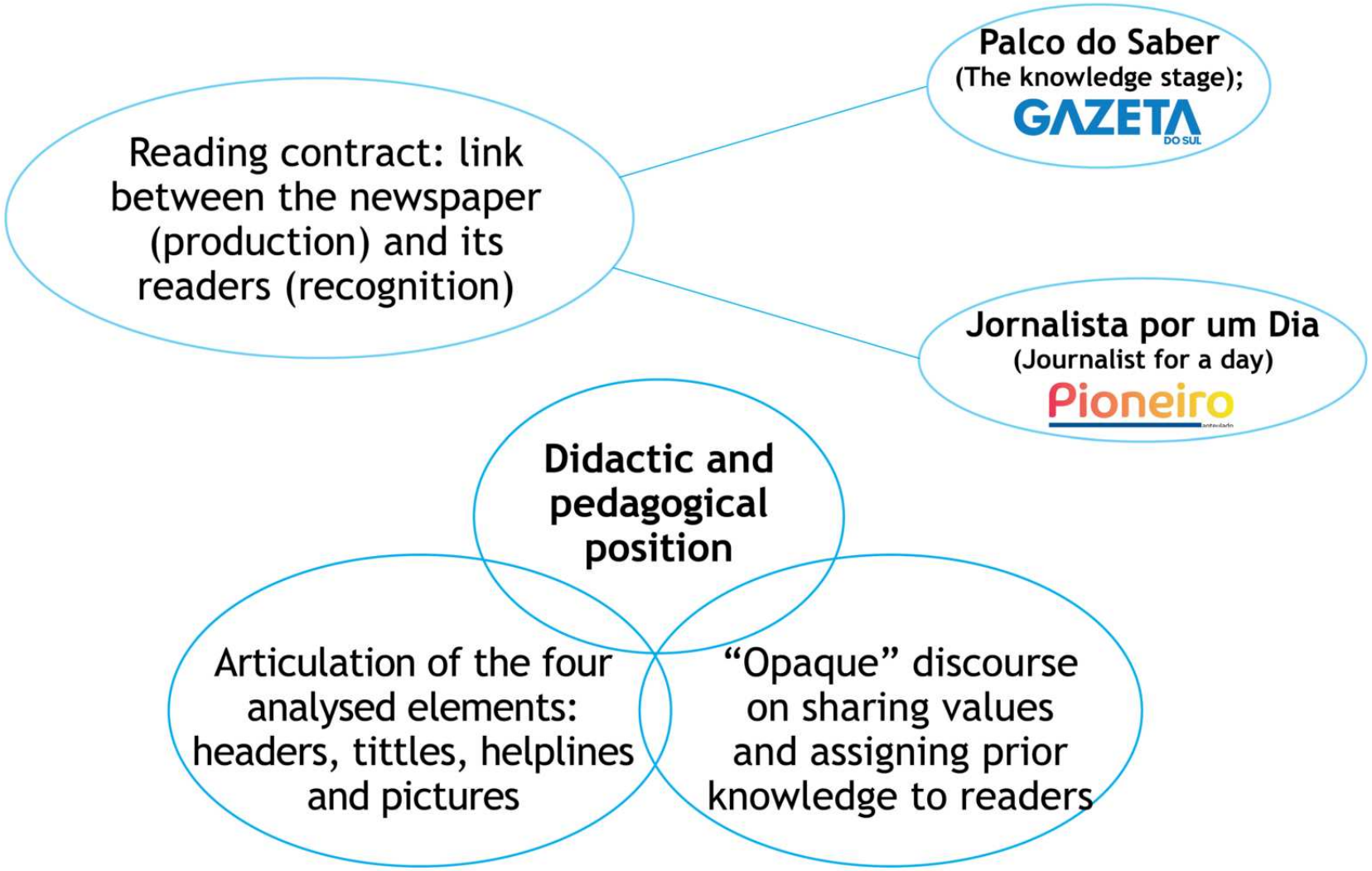


HOW LOCAL NEWSPAPERS DEVELOP THE STRATEGIES



WHAT ABOUT THE CIRCULATION?

HOW THE APROACHING STRATEGIES TO READERS ARE STATED



OPEN QUESTIONS ABOUT SYSTEM PRESERVATION

