



Milestones in Mass Communication Research

MEDIA EFFECTS

THIRD EDITION

Shearon A. Lowery and Melvin L. DeFleur



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W. I. Romanow, Walter C. Soderlund



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Milestones in Mass Communication Research Shearon Lowery, Melvin Lawrence DeFleur, 1983 A Handbook of Media and Communication Research Klaus Bruhn Jensen, 2013-03-01 A Handbook of Media and Communication Research presents qualitative as well as quantitative approaches to the study of media and communication integrating perspectives from both the social sciences and the humanities Taking methodology as a strategic level of analysis that joins practical concerns with theoretical issues the Handbook offers a comprehensive and in depth review of the field and a set of guidelines for how to think about plan and carry out media and communication studies in different social and cultural contexts The second edition has been thoroughly updated with reference to the development of the internet mobile and other digital media Each chapter addresses shifting configurations of established media organizations media discourses and media users in networked practices of communication The introduction and one further chapter probe changing conceptions on mass and interpersonal online and offline communication in research as in everyday life Three new chapters have been added to exemplify different forms of research employing multiple methods to study multiple media in multiple contexts List of contributors Klaus Bruhn Jensen Barrie Gunter Rasmus Helles Annette Hill Stig Hjarvard Peter Larsen Amanda Lotz Graham Murdock Horace Newcomb Paddy Scannell Lynn Schofield Clark Kim Christian Schr der *Milestones in Mass Communication Research* Shearon Lowery, Melvin Lawrence DeFleur, 1995 Milestones in Mass Communication Research 3 e offers an impressive history of mass communication research over the past 60 years and emphasizes media effects

Advances in Foundational Mass Communication Theories Ran Wei, 2018-02-02 Providing leading edge perspectives on the legacy theories of mass media and society this collection advances the foundational theories of mass communications which have sustained the field of study over the past fifty years Many of these contributions were originally published as a Deutschmann Scholarly Essay in the Mass Communication and Society journal and together they comprise a remarkable source of knowledge equipped to lead mass communications theory through the emergence of new technologies and the evolution of communications in the 21st century Moreover the contributions gathered in this volume contradict any critics who may claim the theories of the 20th century have outlived their usefulness for these prove to guide contemporary research as forcefully as ever in the digital era Validating the classic media theories across time and their various forms constitute the second focal section of this volume Finally senior media scholars offer their views on the future directions in which mass communication theories can be advanced **Refining Milestone Mass Communications Theories for the 21st Century** Ran Wei, 2017-12-22 The Milestones essays in Mass Communication and Society are reflective and analytical articles by the most notable scholars in the field These classic essays address 21st century issues from the pioneers of media and communication studies including Elihu Katz on new media and social movements George Gerbner on cultivation analysis and Dietram Scheufele on political communication As technologies evolve and mass communication becomes mobilized and

democratized more individual and also more social these landmark scholars provide ideas about how established theories may be applied in new ways and how future research can expand our understanding of mass communication as its reach and effects grow ever larger This book will be essential reading for both students and researchers of Mass Communications Research

Mass Media Research Roger D. Wimmer, Joseph R. Dominick, 1997 This text effectively presents both principles and techniques of statistics and research methods in a totally mass media oriented context The text presents the research process and enables students to understand analysis and reports from secondary sources

Fundamentals of Media Effects Jennings Bryant, Susan Thompson, 2002 Fundamentals of Media Effects is a readable scholarly text geared to undergraduate students in the media effects course The book is divided into three sections Section 1 Overview and History provides historical evidence for media effects and for societal concern about media effects Section 2 Theory and Concepts includes the concepts and theories that serve as the basis for different types of media effects research The final section Section 3 Key Areas of Research delves into the specific areas of inquiry

Milestones in Mass Communication Research : Media Effects Robert Burnett, Peter Esaiasson, Bo Reimer, 1985

Handbook of Socialization, First Edition Joan E. Grusec, Paul D. Hastings, 2007 Reviews the knowledge on socialization processes from earliest childhood through adolescence and beyond This book presents theories and findings pertaining to family peer school community media and other influences on individual development It covers the important areas of genetics and biology cultural psychology and affective science

Biography , 2000

Building Communication Theory Dominic A. Infante, Andrew S. Rancer, Deanna F. Womack, 2003 The authors have organized this book to help students learn the process of theory building In clear engaging and comprehensible language they offer a solid foundation for understanding four perspectives on communication Rather than presenting theories in isolation they discuss major theories within the structure of a particular approach and provide examples of the contributions each theory has made to explaining and predicting behavior If a student develops criteria by which to judge a theory that critical framework can be applied to assess the strengths and weaknesses of any new theory Confidence in evaluating contributions helps students appreciate and participate in the process The connections between theorizing and practical applications stimulate interest and further exploration The text does not attempt to be encyclopedic rather it offers a synthesized coherent view of theory from the social scientific perspective emphasizing contributions from communication theorists Learning about theory should be an enjoyable experience Building Communication Theory creates a context for involving students in an exciting and valuable pursuit

Communicating in Community Franz-Josef Eilers, 1994

Internet as an Alternative Distribution Medium for Traditionally Marginalized Visual Content Creators Simon Kim, 2000

Persuasion & Influence in American Life Gary C. Woodward, Robert E. Denton (Jr.), 2000

Television Research Ronald L. Jacobson, 1995 This directory consists of an alphabetical ordering of television related categories For each category a brief conceptual overview is presented followed by a list of relevant research or lecture topic suggestions

and a bibliography of selected print sources mostly books Users should appreciate the directory as a reference tool intended solely as a guide to studying television and not as an end in itself As such the categories herein are not necessarily mutually exclusive nor are the overviews topic suggestions and bibliographies meant to be comprehensive Instead this publication is intended to inform broadly to stimulate critical thinking and to serve as a catalyst for further inquiry An Additional Sources section is included at the end of the directory General reference books relevant indexes and databases scholarly journals popular magazines newspapers and trade publications are listed Libraries and museums containing special television related collections are also noted There always seems to be new print publications and electronic databases that provide access to television related content Please consider this directory as but one entry point to television research Users are encouraged to solicit the expertise of a professional librarian in order to access the most relevant sources available on topics of interest

Broadcasting/cable and Beyond Joseph R. Dominick, Barry L. Sherman, Gary Copeland, 1993 Paperbound Books in Print, 1983 **Media Canada** W. I. Romanow, Walter C. Soderlund, 1996 The Red Scare, Politics, and the Federal Communications Commission, 1941-1960 Susan L. Brinson, 2004-05-30 The Red Scare at the FCC started when James Lawrence Fly led the agency in many important decisions that were inspired by the New Deal These decisions outraged both the broadcasting industry and politically conservative legislators causing them to accuse the FCC of Communist sympathies This book analyzes the political transition taken by the FCC that turned it into an agency that fully participated in the Red Scare of the 1950s This book analyzes many significant FCC cases and policies that have never been considered within the context of New Deal policymaking or its impact This work is the first to look into the impact of the Red Scare on an executive agency Its combination of new archival and behind the scenes information makes this book a great addition to the growing body of research on media history and regulation **On the Highway of Mass Communication Studies** Veikko Pietilä, 2005

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