

Mass Communication Theories: Explaining Origins, Processes and Effects

Contributors: Michael A. Xenos, Dietram Scheufele, et al.



Mass Communication Theories Explaining Origins Processes And Effects

Melvin L. DeFleur, Margaret H. DeFleur

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Mass Communication Theories Melvin L. DeFleur, Margaret H. DeFleur, 2022-05-02 The second edition of this innovative textbook provides a comprehensive overview of mass communication theories as well as their origins and empirical supports in psychology sociology political science and philosophy Each chapter presents a specific theory describing its basic structure in simple formal terms and providing an accessible summary of the research studies and scholarly writings from which it developed It breaks each complex theory down into five or six interlinked basic propositions making them easily digestible for students This new edition includes up to date research improved coverage of all theories presented expanded treatments of theories such as cultivation theory the spiral of silence and framing contemporary and social media examples chapter discussion questions and informative charts and figures This textbook serves as an accessible core text for undergraduate and graduate Mass Communication Communication Theory and Communication and Society courses **Mass**

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interactions and effects This reference work will look at issues such as free expression and government regulation of media how people choose what media to watch listen to and read and how the influence of those who control media organizations may be changing as new media empower previously unheard voices The role of media in society will be explored from international multidisciplinary perspectives via approximately 700 articles drawing on research from communication and media studies sociology anthropology social psychology politics and business

Plugged in Patti M. Valkenburg, Jessica Taylor Piotrowski, 2017-01-01 Cover Half title Title Copyright Dedication Contents Preface 1 Youth and Media 2 Then and Now 3 Themes and Theoretical Perspectives 4 Infants Toddlers and Preschoolers 5 Children 6 Adolescents 7 Media and Violence 8 Media and Emotions 9 Advertising and Commercialism 10 Media and Sex 11 Media and Education 12 Digital Games 13 Social Media 14 Media and Parenting 15 The End Notes Acknowledgments Index A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Broadcast Hysteria A. Brad Schwartz, 2015-05-05 In *Broadcast Hysteria* A Brad Schwartz examines the history behind the infamous radio play Did it really spawn a wave of mass hysteria Schwartz is the first to examine the hundreds of letters sent directly to Welles after the broadcast He draws upon them and hundreds more sent to the FCC to recapture the roiling emotions of a bygone era and his findings challenge conventional wisdom Relatively few listeners believed an actual attack was under way But even so Schwartz shows that Welles s broadcast prompted a different kind of mass panic as Americans debated the bewitching power of the radio and the country s vulnerability in a time of crisis Schwartz s original research gifted storytelling and thoughtful analysis make *Broadcast Hysteria* a groundbreaking work of media history

What Movies Teach about Race Roslyn M. Satchel, 2016-11-29 *What Movies Teach about Race* Exceptionalism Erasure Entitlement reveals the way that media frames in entertainment content persuade audiences to see themselves and others through a prescriptive lens that favors whiteness These media representations threaten democracy as conglomeration and convergence concentrate the media s global influence in the hands of a few corporations By linking film s political economy with the movie content in the most influential films this critical discourse study uncovers the socially shared cognitive structures that the movie industry passes down from one generation to another Roslyn M Satchel encourages media literacy and proposes an entertainment media cascading network activation theory that uncovers racialized rhetoric in media content that cyclically begins in historic ideologies influences elite discourse embeds in media systems produces media frames and representations shapes public opinion and then is recycled and perpetuated generationally

How to Build Social Science Theories Pamela J. Shoemaker, James W. Tankard, Dominic L. Lasorsa, 2004 *How to Build Social Science Theories* is an authoritative guide from a theory s genesis to its dissemination and through its evaluation

Communication Theories Werner Joseph Severin, James W. Tankard, 1979

International Journal of Communication , 2007-12

Mass Media, Towards the Millennium Arrie De Beer, 1998 The premise of this book was to offer a functional perspective on the basic elements and some of the major issues of mass communication as it

pertains to this country **JQ. Journalism Quarterly** ,1991 Includes section Book reviews and other bibliographical material *Politics, Social Networks, and the History of Mass Communications Research: Rereading Personal Influence* Peter Simonson,2006 Revisits the 1955 classic *Personal Influence* The part played by people in the flow of mass communications by Elihu Katz and Paul Lazarsfeld **International Encyclopedia of the Social & Behavioral Sciences** Neil J. Smelser,Paul B. Baltes,2001 The largest work ever published in the social and behavioural sciences It contains 4000 signed articles 15 million words of text 90 000 bibliographic references and 150 biographical entries **Programs and Courses** University of Northern Iowa,2006 **War and Conflict Communication** Philip M. Seib,2010 Understanding Media in the Digital Age Everette E. Dennis,Melvin Lawrence DeFleur,2010 Written by two of the field s most eminent experts this exciting new introduction to mass media makes connections between communication research and the reality of the media industry *Understanding Media in the Digital Age* shows readers how to navigate the world of traditional and new media while fostering an understanding of mass communication theory history active research findings and professional experience *The Emerging Electronic Church* John Edappilly,2003

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