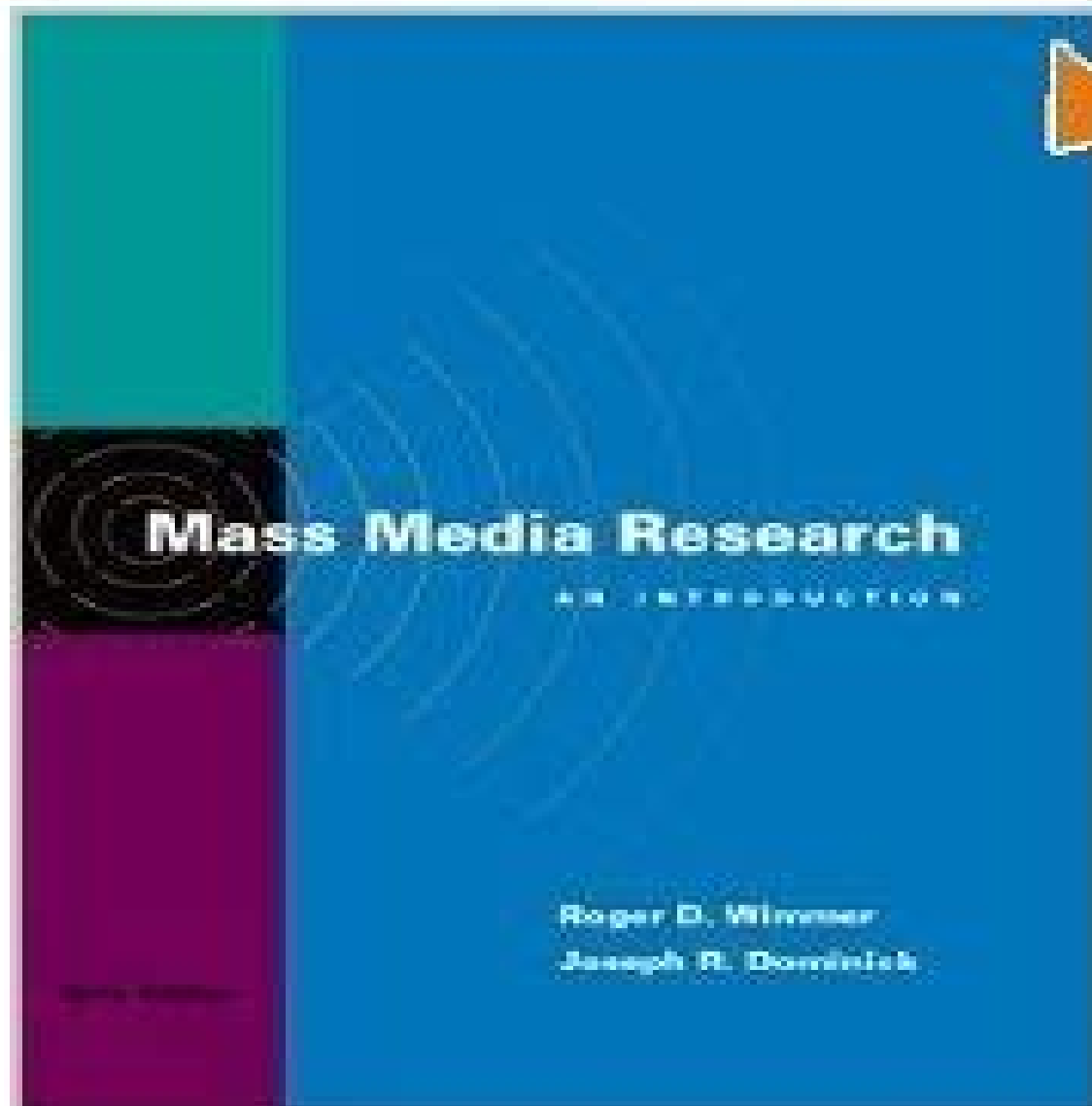


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Mass Media Research Wadsworth Series In Mass Communication And Journalism

William David Sloan



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Mass Media Research Roger D. Wimmer, Joseph R. Dominick, 2000 This text begins with an overview of mass communication research and ethics of research It then explores each major approach to research including qualitative content analysis survey research longitudinal research and experimental research The text continues with a section on data analysis and concludes with a forward looking section on research applications covering such topics as research in print and electronic media as well as on the Internet

Mass Media Research Wimmer, Dominick, 1983-01-01

Mass Media James B. Martin, 2002 Mass media has become an integral part of the human experience News travels around the world in a split second affecting people in other countries in untold ways Although being on top of the news may be good at least for news junkies mass media also transmits values or the lack thereof condenses complex events and thoughts to simplified sound bites and often ignores the essence of an event or story The selective bibliography gathers the books and magazine literature over the previous ten years while providing access through author title and subject indexes

Media Effects Research Glenn Grayson Sparks, 2006

Media/impact Shirley Biagi, 2003 Consistently praised for its engaging writing style currency and visual appeal this revised text introduces students to the basic mass media channels such as newspapers magazines electronic media and the Internet It includes a focused examination of the history ethics cultural and social implications regulation and technology that surrounds and controls the media The new edition will engage and excite students even more with the addition of an interactive CD ROM Biagi fully immerses students within the media as they learn about the media

Media/Impact Shirley Biagi, 2009-04-03 Consistently praised for its engaging writing style currency and visual appeal

MEDIA IMPACT AN INTRODUCTION TO MASS MEDIA International Edition introduces students to today's converged mass media its industries and support industries as well as the legal ethical social global and technological issues that accompany them Emphasizing the impact of the media on individuals and society Biagi grounds her discussion in the fact that the media are first and foremost in the business of making money and provides concise histories of each industry before giving students an insider's look at what it is like to work in each industry The ninth edition of this enduring bestseller offers several important new features including a media literacy case study in each chapter enhanced chapter review materials including new Critical Questions an extensive online media careers guide and an entirely new collection of video clips with critical viewing questions

Media and Communication in Nigeria Bruce Mutsvairo, Nnamdi T Ekeanyanwu, 2021-12-30 Communication is changing rapidly around the world particularly in Africa where citizens are embracing digital technologies not only to improve not only interpersonal communication but also the state of their financial well being This book investigates these transformations in Nigeria's booming communication industry The book traces communications in Nigeria back to pre colonial indigenous communications through the development of telecommunication broadcasting networks the press the Nigerian film industry Nollywood and on to the digital era At a time when Western

voices still dominate the academic literature on communication in Africa this book is noteworthy in drawing almost exclusively on the expertise of Nigerian based authors critiquing the discipline from their own lens and providing an important contribution to the decolonisation of communication studies The authors provide a holistic analysis of the sector encompassing print journalism broadcast journalism public relations advertising film development communication organisational communication and strategic communication Analysis of the role of digital technologies is woven throughout the book concluding with a final section theorising the future of communication studies in Nigeria in the light of the digital media revolution Robust in its theoretical and methodological underpinnings this book will be an important reference for researchers of media and communication studies and those working on Africa specifically

Online Journalism Richard Craig,2005 Learn to report write and edit for online media with ONLINE JOURNALISM with InfoTrac Created specifically with the Internet in mind this communication text will help you explore the writing opportunities associated with online media Interviews with online professionals are included throughout the text to give you an idea of exactly what the job of the online journalist entails A comprehensive Web site helps keep the book up to date and provides additional material including sound clips of some of the book s interviewees

Influences of the Mass Media Roger Haney,2024-10-09 Useful to both professional persuaders and students of media effects this book presents theories and empirical research on methods of social influence including advertising agenda setting propaganda public relations and public communication campaigns The reader first learns how source credibility affects persuasion and the theories that account for persuasion effects followed by research on the third person effect the belief that others are affected by persuasion attempts but not ourselves A chapter on the effects of advertising follows including effects on children and research on subliminal messages The third chapter presents theories and research on the notion of agenda setting and the finding that while the media may not be overly effective in persuasion it is effective in getting the audience to believe issues covered by the media are the most important facing society The final chapter covers the history of propaganda the development of public relations and the effectiveness of government campaigns such as the Smokey the Bear campaign and various health campaigns

Analyzing Media Messages Daniel Riff,Stephen Lacy,Daniel Riffe,Frederick Fico,Frederick G. Fico,2006-04-21 Analyzing Media Messages provides a comprehensive and comprehensible guide to conducting content analysis research It establishes a formal definition of quantitative content analysis gives step by step instruction on designing a content analysis study and explores in depth research questions that recur in content analysis in such areas as measurement sampling reliability data analysis validity and technology This Second Edition maintains the concise accessible approach of the first edition while offering an updated discussion and new examples The goal of this resource is to make content analysis understandable and to produce a useful guide for novice and experienced researchers alike Accompanied by detailed practical examples of current and classic applications this volume is appropriate for use as a primary text for content analysis coursework or as a supplemental text in

research methods courses It is also an indispensable reference for researchers in mass communication fields political science and other social and behavioral sciences **Analyzing Media Messages** Daniel Riffe,Stephen Lacy,Frederick

Fico,2014-02-05 Analyzing Media Messages is a primer for learning the technique of systematic quantitative analysis of communication content Rich with examples of recent and classic applications it provides solutions to problems encountered in conducting content analysis and it is written so that students can readily understand and apply the techniques This thoroughly revised third edition includes current and engaging examples for today s students in addition to a number of historically important cases It emphasizes communication of visual imagery and studies of advertising content Resources on the book s companion website provide additional materials for students and instructors including existing protocols web links and a bibliography of content analysis methods articles This volume is intended for use as a primary text for content analysis coursework or as a supplemental text in research methods courses It is also an indispensable reference for researchers in mass media fields political science and other social and behavioral sciences **Internet Newspapers** Xigen Li,2013-09-13

Internet Newspapers The Making of a Mainstream Medium examines newspapers on the Internet and addresses the emergence of online newspapers and the delivery of news through this outlet Utilizing empirical research chapters explore the theoretical and practical issues associated with Internet newspapers and examine the process through which online newspapers have grown into a mainstream medium Contributions to this work emphasize three key areas the structure and presentation of newspapers on the Internet the medium as an interactive process and the ways in which the public interacts with Internet newspapers This collection makes a substantial contribution to the understanding of newspapers on the Internet covering their development and changes as well as the impact that news delivery through this medium has had on other media audiences and society It also sheds light on improving operation and performance of Internet newspapers to better serve the public and gain competitive knowledge The volume encourages additional scholarship in this area and also shows how researchers can benefit from an empirical approach to their examination of Internet newspapers Internet Newspapers will appeal to scholars researchers and students of journalism and mass communications and can be used as a supplementary text in advanced courses covering journalism communication technology and mass media and society

Introduction to Positive Media Psychology Arthur A. Raney,Sophie H. Janicke-Bowles,Mary Beth Oliver,Katherine R. Dale,2020-12-29 Introduction to Positive Media Psychology summarizes and synthesizes the key concepts theories and empirical findings on the positive emotional cognitive and behavioral effects of media use In doing so the book offers the first systematic overview of the emerging field of positive media psychology The authors draw on a growing body of scholarship that explores the positive sides of media use including fostering one s own well being creating greater connectedness with others cultivating compassion for those who may be oppressed or stigmatized and motivating altruism and other prosocial actions The authors explore these issues across the entire media landscape examining the ways that varying content e g

entertainment news delivered through traditional e.g. film television and more recent media technologies e.g. social media digital games virtual reality can enhance well being and promote other positive outcomes in viewers and users This book serves as a benchmark of theory and research for current and future generations of advanced undergraduate students graduate students and scholars in communication psychology education and social work

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 Schröder

RETHINKING ISRAELI JOURNALISM Sagi Elbaz, 2015-07-14 What is the role of the media in society How has the Israeli media performed its role in a society in turmoil In this provocative book Sagi Elbaz posits that the media has remained faithful to Israel's core values and furthermore that its coverage over the years has supported those unchanging values One could expect to see a change in the media's coverage patterns of key socio political issues in light of contemporary events in Israel such as the change in the State's elites and the media revolution The expectation for change is based on the long held assumption that mass media in a democratic society has a responsibility to express changes in the political system Moreover one would expect the coverage in the media to reflect those changes However Rethinking Israeli Journalism reveals wide gaps between the objective realities of issues that touch on core values and how these realities are presented in media discourse According to Elbaz the Israeli media's coverage of political military and economic issues has evolved over time while its attitude towards national core issues remains largely unchanged Elbaz develops a model asserting the existence of three power groups political military and economic elites that use the media to garner public support to maintain the status quo and to justify their continued dominance Among other things these Israeli elites are responsible for shaping a core of ideological consensus whose main tenets are a Jewish nationalism b a security culture c economic liberalism Attitudes and policy regarding each of these core issues is produced replicated and disseminated to the public at large via the communications media which is the apparatus of

ideological consensus subject to the control of the elites The author's attempt to distinguish between core values and temporary values of the coverage should be appreciated It is important to discuss Elbaz's instructive study questions of his book Prof Arie Naor Department Chair of Politics and Communication Hadassah Academic College Sagi Elbaz's book is based on multidisciplinary research that provides many innovative convincing and interesting insights Prof Eli Avraham the Department of Communication University of Haifa Rethinking Israeli Journalism is based on the author's Ph.D dissertation that was awarded for the best dissertation in Political Science in 2013 by the Israeli Political Science Association

Makers of the Media Mind Wm. David Sloan, 2014-07-10 Makers of the Media Mind is a collection of analytical essays focusing on the most important and original ideas contributed to the field of mass communication by journalism educators Divided into six sections representing the most prominent areas of specialization in the field this text serves two significant purposes first it acquaints readers with the lives of preeminent journalism educators second it provides concise discussions and evaluations of the most compelling ideas those educators have to offer The editor of and contributors to this text contend that ideas cannot be appreciated fully without an understanding of the creators of those same ideas They hope that this volume's coverage of creators as well as concepts will demonstrate that journalism education has played a critical role in the making of the media mind

Makers of the Media Mind William David Sloan, 1990 First Published in 1990 Routledge is an imprint of Taylor Francis an informa company

Media Competition and Coexistence John W. Dimmick, 2002-12-18 This volume considers how media firms as well as entire industries exist and persist over time despite what often seems to be intense competition for such resources as audiences and advertisers Addressing competition within and among media organizations and industries including broadcasting cable and the Internet author John W Dimmick studies the media industries through the niche theory lens developed by bioecologists to explain competition and coexistence He examines the targets of the different media audience advertisers money and how they compete using examples from a variety of studies Each chapter incorporates relevant economic constructs into the analytic framework This approach includes the use of economics of scale to explain selection and firm mortality in newspapers and movie theaters the application of the transaction costs concept to explicate the rise of advertising agencies the employment of the strategic group concept in analyzing the niche breadth strategy and the measurement of gratifications utilities A comprehensive overview of the determinants of media competition and coexistence

Media Competition and Coexistence The Theory of the Niche offers unique insights for scholars students researchers and practitioners in media economics management and business

Media Studies: Institutions, theories, and issues Pieter Jacobus Fourie, 2001 This outcomes based textbook provides comprehensive information on the makeup of media institutions theories in media studies and critical issues that face the media today With this guide media students learn the history of the media and learn how to keep up with the latest trends and developments in broadcasting printed press and film Outlined is how to develop an internal media policy with company mission statements

news and programming policies The relationship of the media to the economy politics and society and how the media represents race gender violence and terrorism are also discussed **Sport in Korea** Dae Hee Kwak,Yong Jae Ko,Inkyu Kang,Mark Rosentraub,2017-07-28 Korea has become a powerful force in global sport with South Korea finishing fifth in the medals table at London 2012 and hosting the Winter Olympics in 2018 This book brings together scholars from disciplines including sport history sociology journalism economics sport development and sport management to explore the significance of sport in contemporary Korea Presenting a variety of international perspectives it plots the dynamic evolution of sport in Korea and envisions the possibilities for its future Each chapter focuses on a key topic of current relevance such as sport in the context of shifting relations between North and South Korea or the role of sport in the expression of Korean nationalism Arguing that individuals institutions businesses and governments have actively leveraged or exploited sport to influence developments in various social economic cultural and political arenas this book sheds new light on the importance of sport as a catalyst for change in Korea This is indispensable reading for any student or scholar with an interest in sport history and culture in Korea

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