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Mass Media Research: An Introduction

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Mass Media Research An Introduction Wadsworth Series In Mass Communication

Sherry Devereaux Ferguson



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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 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

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/impact Shirley Biagi, 2003

Media Studies: Content, audiences, and production Pieter Jacobus Fourie, 2001 This book includes theoretical approaches as well as a production section that focuses on basic techniques and introductory applications of media studies

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 Mutsaers, 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 Nigerian Media Industries in the Era of Globalization Unwana Samuel Akpan,2023-01-09 In Nigerian Media Industries in the Era of Globalization editor Unwana Samuel Akpan provides a timely collection of relevant key and well informed contributions on the Nigerian media industries in a changing media landscape This collection assembles both media professionals and professors of media practice and theory to address how the Nigerian media industry has changed in a globalized world The chapters apply scholarship research and industry experience to modern media narratives as well as a blend of Nigerian cultural concepts and idioms of communication The contributors provide a historicized account of the Nigerian indigenous media systems and Nigerian mainstream media industry examine media law in Nigeria and media ownership in Nigeria express concerns over fake news in relation to elections explore changes in journalism broadcasting health communication organizational communication AI in countering terrorism sports media and draw conclusions on how the media has changed in digital spaces This book is essential for media scholars and media professionals who are interested in the growth and survival of the Nigerian media in the era of globalization

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 **Marketing in Developing Countries** Emmanuel C. Alozie,2009-06-01 No prior studies have examined the role relationship and impact of advertising and information technologies on African societies Critically exploring the dominant cultural values and symbols conveyed in Nigerian mass

media advertising and the impact of this advertising on the socioeconomic development of Nigeria and Sub Saharan Africa this volume examines the many facets of the African marketplace Marketing in Developing Countries Nigerian Advertising in a Global and Technological Economy will aid current and potential investors and businesses in interpreting the cultural socioeconomic and technological evolution underway in this emerging economy assist in their understanding of the challenges as well as opportunities they may encounter in this region and encourage the creation of culturally sensitive advertising messages that may ultimately support rather than distort Nigeria s economic development

Media Evolution on the Eve of the Arab Spring L. Hudson,A. Iskandar,M. Kirk,2016-01-12 Media Evolution on the Eve of the Arab Spring brings together some of the most celebrated and respected names in Arab media research to reflect on the communication conditions that preceded and made the Arab uprisings possible

The Mass Audience James Webster,Patricia F. Phalen,2013-11-05 In the early 20th century a new and distinctive concept of the audience rose to prominence The audience was seen as a mass a large collection of people mostly unknown to one another that was unified through exposure to media This construct offered a pragmatic way to map audiences that was relevant to industry government and social theorists In a relatively short period of time it became the dominant model for studying the audience Today it is so pervasive that most people simply take it for granted Recently media scholars have reopened inquiry into the meaning of audience They question the utility of the mass audience concept characterizing it as insensitive to differences among audience members inescapably bound up with discredited notions of mass society or serving only a narrow set of industrial interests The authors of this volume find that these assertions are often false and unwarranted either by the historical record or by contemporary industry practice Instead they argue for a rediscovery of the dominant model by summarizing and critiquing the very considerable body of literature on audience behavior and by demonstrating different ways of analyzing mass audiences Further they provide a framework for understanding the future of the audience in the new media environment and suggest how the concept of mass audience can illuminate research on media effects cultural studies and media policy

Military-Media Relations in Post-Colonial Nigeria Allwell Uwazuruike,2023-12-02 This edited collection reviews the relationship and clashes between the military and the media in post colonial Nigeria The first section addresses the historical context and praxis of the military media relationship in Nigeria The chapters explore the military media modes of operations the prevailing political climate the military interregnums and milestones in Nigeria s media sector ethical and professional consideration for defence correspondence media ownership structures regulatory bodies media laws military media relations and the need for alternative media for military operations The second section deals with interventions impacts and influences of citizen journalists social media influencers online media online stakeholders artificial intelligence and social media platforms in shaping the media space narratives They also explore evolving challenges such as fake news and hate speech The key audience includes regional and international journalists and military organisations researchers academics NGOs

governments and others interested in the history and future of military media relations in Africa Researching the Public Opinion Environment Sherry Devereaux Ferguson, 2000-05-11 Researching the Public Opinion Environment informs the reader on the rationale purposes theories and methodologies involved in researching publics The book is divided into four parts Part one looks at theories and systems relevant to opinion research Part two addresses the topics of monitoring and analyzing the media Part three describes the basics of survey research focus groups Delphi techniques stakeholder assemblies and Q methodology And finally part four analyzes the impact of the media Although a number of books have been written on public opinion few address both theoretical and methodological issues Graphs tables and sample analysis help the reader to understand applications described in the book The material discussed in this book has numerous applications Communicators can apply information acquired on key publics to plan and evaluate campaigns track the extent to which messages have appeared in the media assess organizational image develop marketing strategies and manage their issues Students will learn an important job function for added credibility when they apply for jobs The Routledge Handbook of Magazine Research David Abrahamson, Marcia R. Prior-Miller, 2015-06-05 Scholarly engagement with the magazine form has in the last two decades produced a substantial amount of valuable research Authored by leading academic authorities in the study of magazines the chapters in The Routledge Handbook of Magazine Research not only create an architecture to organize and archive the developing field of magazine research but also suggest new avenues of future investigation Each of 33 chapters surveys the last 20 years of scholarship in its subject area identifying the major research themes theoretical developments and interpretive breakthroughs Exploration of the digital challenges and opportunities which currently face the magazine world are woven throughout offering readers a deeper understanding of the magazine form as well as of the sociocultural realities it both mirrors and influences The book includes six sections Methodologies and structures presents theories and models for magazine research in an evolving global context Magazine publishing the people and the work introduces the roles and practices of those involved in the editorial and business sides of magazine publishing Magazines as textual communication surveys the field of contemporary magazines across a range of theoretical perspectives subjects genre and format questions Magazines as visual communication explores cover design photography illustrations and interactivity Pedagogical and curricular perspectives offers insights on undergraduate and graduate teaching topics in magazine research The future of the magazine form speculates on the changing nature of magazine research via its environmental effects audience and transforming platforms **Books in Series** ,1985 Vols for 1980 issued in three parts Series Authors and Titles Social Media Marketing: Breakthroughs in Research and Practice Management Association, Information Resources, 2018-05-04 In the digital age numerous technological tools are available to enhance business processes When these tools are used effectively knowledge sharing and organizational success are significantly increased Social Media Marketing Breakthroughs in Research and Practice contains a compendium of the latest academic material on the use

strategies and applications of social media marketing in business today Including innovative studies on email usage social interaction technologies and internet privacy this publication is an ideal source for managers corporate trainers researchers academics and students interested in the business applications of social media marketing Encyclopedia of Journalism Christopher H. Sterling, 2009-09-23 Written in a clear and accessible style that would suit the needs of journalists and scholars alike this encyclopedia is highly recommended for large news organizations and all schools of journalism Starred Review Library Journal Journalism permeates our lives and shapes our thoughts in ways we've long taken for granted Whether we listen to National Public Radio in the morning view the lead story on the Today show read the morning newspaper headlines stay up to the minute with Internet news browse grocery store tabloids receive Time magazine in our mailbox or watch the nightly news on television journalism pervades our daily activities The six volume Encyclopedia of Journalism covers all significant dimensions of journalism including print broadcast and Internet journalism U S and international perspectives history technology legal issues and court cases ownership and economics The set contains more than 350 signed entries under the direction of leading journalism scholar Christopher H Sterling of The George Washington University In the A to Z volumes 1 through 4 both scholars and journalists contribute articles that span the field's wide spectrum of topics from design editing advertising and marketing to libel censorship First Amendment rights and bias to digital manipulation media hoaxes political cartoonists and secrecy and leaks Also covered are recently emerging media such as podcasting blogs and chat rooms The last two volumes contain a thorough listing of journalism awards and prizes a lengthy section on journalism freedom around the world an annotated bibliography and key documents The latter edited by Glenn Lewis of CUNY Graduate School of Journalism and York College CUNY comprises dozens of primary documents involving codes of ethics media and the law and future changes in store for journalism education Key Themes Consumers and Audiences Criticism and Education Economics Ethnic and Minority Journalism Issues and Controversies Journalist Organizations Journalists Law and Policy Magazine Types Motion Pictures Networks News Agencies and Services News Categories News Media U S News Media World Newspaper Types News Program Types Online Journalism Political Communications Processes and Routines of Journalism Radio and Television Technology **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

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