

Mass communication theories and research

Alexis S Tan

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Advertising Media Sourcebook and Workbook Arnold M. Barban,1981 *Monographic Series* Library of Congress,
Mass Media Law and Regulation Francois,1984-03 **Problems and Practices in Advertising Research** Alan D.
Fletcher,Donald W. Jugenheimer,1982 *Advertising Management* John D. Leckenby,C. Nugent Wedding,1982 *Subject*
Catalog Library of Congress, **Library of Congress Catalogs** Library of Congress,1982 *National Union Catalog* ,1981
National Union Catalog, 1981 ,1982 *Arguing for a General Framework for Mass Media Scholarship* W. James
Potter,2008-12-11 *Arguing for a General Framework for Mass Media Scholarship* challenges scholars and students to
consider and reconsider what we know about media and how we think about media As such the book provides an important
framework for thinking about knowledge regardless of the discipline The text provides all of the necessary tools to move the
field forward in a way that will increase the rigor of the work being done and augment the overall profile of the discipline
Dana Mastro University of Arizona In this groundbreaking book W James Potter presents an innovative perspective to media
scholars and students who are frustrated with the fragmentation of research findings across so many journals books and
fields *Arguing for a General Framework for Mass Media Scholarship* presents a clear plan for a more efficient way to build
knowledge about the mass media so that it can be better organized and made more useful **Key Features** Conducts an in depth
analysis of mass media scholarship s four major facets of effects content audiences and organizations Presents a significant
shift in conceptualizing media effects and ways research can be conducted to generate more useful knowledge about media
influence Develops narrative line as a tool to guide analyses about how content decisions are made by producers Synthesizes
a system of explanation about why audiences attend to certain messages and how individuals construct meaning from those
messages Incorporates an analysis of mass media organizations to provide greater context of understanding messages and
their effects on individuals and macro units in society The book will play an important role in providing structure to a broad
fragmented discipline I believe it will at the very least create important dialogues about what we now know understand about
areas of mass media and where we should move as a discipline This book is clearly a call to arms for mass media scholars to
ratchet up the quality of research and what we know to see the interconnections within and among strands of scholarship
and to move forward in a more efficient organized manner Professor Potter should be commended for this Roger Cooper Ohio
University This book is that call to action that comes forward every few years to wake us up and challenge our ways of doing
things not by being radical but via synthesis I ve been waiting for several years for a book like this Sahara Byrne Cornell
University **Books in Series** ,1985 Vols for 1980 issued in three parts **Series Authors and Titles** *Media Effects* W.
James Potter,2012-01-03 *Media Effects* offers students an in depth examination of the media s constant influence on
individuals and society W James Potter frames media s effects in two templates influence on individuals and influence on
larger social structures and institutions By positioning the different types of effects in the forefront Potter helps students

understand the full range of media effects how they manifest themselves and the factors that that are likely to bring these effects into being Throughout the book Potter encourages students to analyze their own experiences by searching for evidence of these effects in their own lives making the content meaningful on a personal level Provided by publisher

American Book Publishing Record ,1982-04 **The Handbook of International Advertising Research** Hong Cheng,2014-01-21 This timely handbook brings academic excellence to international advertising research in the form of 28 contributions from over 40 leading scholars The handbook s comprehensive treatment highlights existing knowledge reports major findings across the subject and recommends directions and agendas for future research Fills the existing gap between the rapid growth in scholarly research on international advertising and the pressing need for more high quality research in the area Covers 28 major areas in international advertising research with contributions from more than 40 international advertising scholars based in over 10 countries or territories Comprehensive treatment includes the history of international advertising audiences and media strategy and execution content effects regulation ethics and advertising education Highlights existing knowledge in international advertising reports major findings on a broad range of topics and offers expert recommendations on directions for future research Contributors represent the most highly respected academics among international advertising researchers **American Book Publishing Record Cumulative, 1950-1977** R.R. Bowker Company. Department of Bibliography,1978 *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 **Strategic Sport Communication** Paul M. Pedersen,Pamela C. Laucella,Edward Kian,Andrea N. Geurin,2024-04-29 Strategic Sport Communication explores the multifaceted segment of sport communication This text presents a standard framework that introduces readers to the many ways in which individuals media outlets and sport organizations work to create disseminate and manage messages to their constituents **Media Information Australia** ,1982 Panggung Komunikasi Politik Panggung Komunikasi Politik,2019 Buku ini memiliki makna khusus yakni komitmen kuat penulisnya Sdr Dr Gun Gun Heryanto untuk memaknai ragam peristiwa di panggung politik nasional dan mengulasnya secara tajam dan mendalam dari perspektif kajian komunikasi politik Politik Indonesia hingga saat ini masih terus berkembang Banyak kemajuan dalam hal implementasi hak hak politik kebebasan sipil dan pelembagaan demokrasi Meskipun juga banyak kelemahan yang wajib terus diperbaiki Selalu muncul dilema antara idealitas dan realitas di panggung politik Indonesia Politik substantif dalam negara demokratis harus bisa memadukan dua hal secara bersamaan yakni sistem demokratik seperti perangkat hukum aturan dan kebijakan serta etos demokratik seperti nilai keluhuran budi kearifan lokal dan lain sebagainya Praktik komunikasi politik bukan semata mata memengaruhi lingkungan politik guna memaksimalkan kontrol atas masyarakat yang dipengaruhi Komunikasi politik juga harus menjembatani nilai nilai substansial agar

terformulasikan dengan baik di ragam tindakan komunikasi politik para aktor baik perorangan maupun lembaga Buku ini menjadi sumbangsih akademik bagi para pengkaji maupun praktisi bidang komunikasi politik Layak untuk dimiliki dan diapresiasi Prof Dr Harsono Suwardi MA Guru Besar Ilmu Komunikasi Politik UI Realitas Komunikasi Politik Indonesia Kontemporer Dr. Gun Gun Heryanto, M.Si.,2020 Komunikasi politik menyalurkan aspirasi dan kepentingan politik rakyat yang menjadi input sistem politik Pada saat bersamaan komunikasi politik juga menyalurkan kebijakan yang diambil atau output dari sistem politik Dengan demikian melalui komunikasi politik rakyat dapat memberikan dukungan menyampaikan aspirasi serta melakukan pengawasan terhadap sistem dan praktik politik Buku karya Dr Gun Gun Heryanto M Si ini mengulas realitas komunikasi politik Indonesia kontemporer sekaligus memberikan perspektif positif dalam membangun demokrasi melalui berbagai dialog pertukaran pikiran perdebatan kompetisi negosiasi dan interaksi sosial politik lainnya Dan karenanya buku ini menjadi referensi penting untuk pembelajaran demokrasi politik Indonesia sebagai sarana untuk pembentukan konsensus penentuan prioritas dan terciptanya sistem nilai dalam masyarakat Johnny G Plate Menteri Komunikasi dan Informatika RI Gun Gun Heryanto adalah akademisi komunikasi politik terdepan di Indonesia saat ini Pengamatannya berbobot jernih dengan bahasa yang lincah dan santun tanpa menunjukkan tendensi partisan terhadap partai politik atau tokoh politik tertentu Buku ini menunjukkan kepakarannya yang mumpuni di jagat politik Indonesia yang pelik dan sering sulit diuraikan oleh pengamat politik medioker Saya merekomendasikan buku ini untuk dibaca para akademisi yang meminati komunikasi politik Indonesia praktisi politik yang selalu ingin maju Prof Deddy Mulyana M A Ph D Guru Besar Fikom Unpad

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