

MASS COMMUNICATION

An Introductory Survey

James D. Hartnett



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James D. Hartnett
UNIVERSITY OF FLORIDA
GAINESVILLE, FLORIDA

Mass Communication An Introductory Survey

Festus Eribo, Enoh Tanjong



Mass Communication An Introductory Survey:

Mass Communication James D. Harless, 1990-01-01 Mass Communication James D. Harless, 1985 **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 **Mass Communication Research Methods** Anders Hansen, 1998-06 Mass Communication Research Methods provides a systematic and comprehensive introduction to the key research methods and approaches used in the study of mass communication and media Originating from the internationally renowned Leicester Centre for Mass Communication Research this book offers an indispensable guide for students in a wide range of courses including communications media and cultural studies and other social science disciplines that offer students the opportunity to research mass communication and media issues Beginning with a clear and cogent discussion of the principles behind good research including the key question of how to select the right methods for individual research questions the authors go on to explore in a thorough and systematic fashion a range of different methods and approaches From the study of media organizations and the practices of media professionals to media content representations and audiences the development and application of each method is described in depth and the steps involved clearly outlined Examples of research instruments are given where appropriate and in each case references for further reading are provided Mass Communication Research Methods is the definitive companion reference and source for everyone involved in mass communication research **Introduction to Journalism and Mass Communication** Finlay Webb, 2018-11-20 Mass communication is an inter disciplined domain It can't understand as stand alone subject because it deals with society and culture at one hand and technology at the other Thus this book was needed that could give a comprehensive explanation of terms concepts theories and principles at one place In recent times mass media has grown as a widespread industry which is working all over the world Here in this book it is the sincere effort of the author to put the matter and facts myths and realities all in a lucid manner This book is designed keeping in view the average reader and beginners as well This book will quench the thirst of knowledge in this field and it is the sincere hope of the author If it proves to be of little value to the readers all efforts and hardships of the author will amply be awarded This book is created for the needs of students relating to the area of journalism and mass communication As social contexts and milieus undergo changes and get increasingly complex journalism too undergoes transformations and gets ever more crucial to the running of a society In such a scenario it becomes imperative that one considers the import journalism carries and how the issues and problems in it are central to how we perceive the world **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.

Introduction to Mass Communication Stanley J. Baran, 2002 The worksheets provide exercises and activities for developing media literacy skills. *Mass Communications Research Resources*

Christopher Sterling, James K. Bracken, Susan M. Hill, 2016-05-06 This reference book is designed as a road map for researchers who need to find specific information about American mass communication as expeditiously as possible. Taking a topical approach, it integrates publications and organizations into subject-focused chapters for easy user reference. The editors define mass communication to include print journalism and electronic media and the processes by which they communicate messages to their audiences. Included are newspaper, magazine, radio, television, cable, and newer electronic media industries. Within that definition, this volume offers an indexed inventory of more than 1,400 resources on most aspects of American mass communication: history, technology, economics, content, audience, research, policy, and regulation. The material featured represents the carefully considered judgment of three experts: two of them librarians plus four contributors from different industry venues. The primary focus is on the domestic American print and electronic media industries. Although there is no claim to a complete census of all materials on print journalism and electronic media, what is available is now too vast for any single guide; the most important and useful items are here. The emphasis is on material published since 1980, though useful older resources are included as well. Each chapter is designed to stand alone, providing the most important and useful resources of a primary nature: organizations and documents as well as secondary books and reports. In addition, online resources and internet citations are included where possible.

Introduction to Mass Communications Edwin Emery, Phillip

H. Ault, Warren Kendall Agee, 1965 **An Introduction to the Effects of Mass Media** Roger Haney, 2024-02-06 This textbook covers the basics of media research through which the reader will learn the advantages of scientific research over other types of knowing and how to conduct experimental and survey research including polling procedures The book also presents the historical development of mass media the nature of the audiences of each medium the basics of various learning theories research on children's learning from Sesame Street and Mr Rogers and discussion of critical thinking techniques Also included is extensive research on how the media socializes us encompassing studies on stereotypes presented by the media and how to offset them eating disorders and the prosocial effects of the media **Mass Communications Research Methods** H.J. Hsia, 2015-10-23 Originally published in 1988 Step by step this book leads students from problem identification through the mazes of surveys experimentation historical qualitative studies statistical analysis and computer data processing to the final submission and publication in scientific or popular publications *Introduction to Communication* G. M. Du Plooy, 1995-11-30 This publication aims to introduce undergraduate students to the research practices of communication science with the emphasis on fundamental and basic research *Applied Mass Communication Theory* Jack Rosenberry, Lauren A. Vicker, 2021-09-30 Now in its third edition this dynamic textbook blends coverage of the major theories and research methods in mass communication to enable students to apply their knowledge in today's media and communication careers Maintaining a focus on modern professional application throughout this text provides chronological coverage of the development and use of major theories an overview of both quantitative and qualitative research methods and a step by step guide to conducting a research project informed by this knowledge It helps students bridge their academic coursework with professional contexts including public relations advertising and digital media contexts It provides breakout boxes with definitions of key terms and theories extended applied examples and graphical models of key theories to offer a visualization of how the various concepts in the theory fit together Applied Mass Communication Theory's hybrid and flexible nature make it a useful textbook for both introductory and capstone courses on mass communication and media theory and research methods as well as courses focused on media industries and professional skills Instructors can access an online instructor's manual including sample exercises test questions and a syllabus at www.routledge.com/9780367630362

Communication Yearbooks Vols 6-33 Set Various, 2021-12-02 The Communication Yearbook annuals originally published between 1977 and 2009 publish diverse state of the discipline literature reviews that advance knowledge and understanding of communication systems processes and impacts across the discipline Topics dealt with include Communication as Process Research Methodology in Communication Communication Effects Taxonomy of Communication and European Communication Theory Information Systems Division Mass Communication Research Mapping the Domain of Intercultural Communication Public Relations Feminist Scholarship Communication Law and Policy Visual Communication Communication and Cross Sex Friendships Across the Life Cycle Television Programming and Sex Stereotyping InterCultural Communication

Training Leadership and Relationships Media Performance Assessment Cognitive Approaches to Communication

Journalism and Mass Communication in Africa Festus Eribo,Enoh Tanjong,2002-01-01 Journalism and Mass Communication in Africa provides the first in depth analysis of the evolution of mass communication and the impact of new media technologies in Cameroon Written and edited by African scholars this one stop volume maps out for the student of international communications and the Africa specialist the changing media ecology of Cameroon and provides practical survey methods for communication research The work details the impact mass public communication has had on the empowerment of Cameroon s 15 million people and the development of grassroots participatory democracy It offers new insight into the development of Cameroon s state and privately owned oral print and electronic media and analyzes the growth of the West African country s public relations advertising and publishing industries *Communication Models for the Study of Mass Communications* Denis Mcquail,Sven Windahl,2015-12-22 Presents the main existing models of the mass communications process which have been developed during the last thirty years providing brief descriptions of the most significant concepts and ideas in the study of mass communication using graphic and verbal models Media Ethics Lee Wilkins,Chad Painter,Philip Patterson,2021-06-11 The tenth edition of this authoritative book focuses on the most pressing media ethics issues including coverage of the 2020 pandemic and election Enabling students to make ethical decisions in an increasingly complex environment the book focuses on practical ethical theory for use across the media curriculum *An Introduction to the Uses and Diffusion of the News* Roger Haney,2024-10-02 What are the ways audiences use the mass media and what are the gratifications they receive from that usage What functions do soap operas provide for the audience Theories and research dealing with these questions are presented in the first chapter of the text The second chapter concerns how knowledge of news is diffused throughout society followed by how adoption of new innovations is spread Research on the Knowledge Gap as well as the diffusion of public opinion and the Spiral of Silence is presented The final two chapters concern Cultivation Theory and how fear is cultivated in children and adults by both entertainment shows and the news Strategies for reducing such fear are presented Media also cultivate beliefs about society such as perceptions of the amount of crime and risk in society environmental concerns marital expectations and attitudes toward racism and homosexuality A section on International Cultivation is included *Introduction to Journalism & Mass Communication* Mr. Rohit Manglik,2023-11-23 Basics of journalism media roles and communication models **EBOOK: Introduction to Mass Communication: Media Literacy and Culture** BARAN, STANLEY,2011-02-16 EBOOK Introduction to Mass Communication Media Literacy and Culture

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