

# MISCOMPREHENSION OF TELEVISED COMMUNICATIONS



David G. Smith, William B. Smith, and David B. Smith

# Miscomprehension Of Televised Communications

**Randall Harrison**



## **Miscomprehension Of Televised Communications:**

Miscomprehension of Televised Communications J. Jacoby, W. D. Hoyer, D. A. Shelvga, 1987 First published in 1987 Routledge is an imprint of Taylor Francis an informa company *Miscomprehension of Televised Communications* Jacob Jacoby, Wayne D. Hoyer, David A. Sheluga, American Association of Advertising Agencies. Educational Foundation, 1980

**The Miscomprehension of Televised Communications** AAAA Education Foundation, inc, 1980 The Comprehension and Miscomprehension of Print Communication Jacob Jacoby, Wayne D. Hoyer, 2013-11-26 First Published in 1987 To writers and visualizers this study sets a range of expectations for comprehension and miscomprehension pointing the finger of caution that even what seems the simplest of language can be misunderstood but also calling forth their best efforts because this benchmark study shows that some communications can be much more successful than others and there is usually room for improvement To advertisers the study says that perhaps we often take comprehension too much for granted being satisfied when consumers respond with something in the general area of our message rather than in the precise area of what is meant To academicians the study gives reliable reference points for thought and dialogue among themselves and the advertising and publishing communities It underlines what intuitive editors and writers have always known but have not always practiced that words and ideas are fragile handle with care if you hope to deliver them intact from one mind to another **Television and Political Advertising** Frank Biocca, 2013-12-16 This volume represents one of the first major scholarly effort to unravel the psychological and symbolic processing of political advertising Utilizing survey experimental qualitative and semiotic methodologies to study this phenomenon the contributors to Television and Political Advertising trace how political ads help to interpret the psychological reality of the presidential campaign in the minds of millions of voters A product of the National Political Advertising Research Project this interdisciplinary effort is valuable to researchers in advertising communication and consumer psychology since it helps define future work on the relationship between television politics and the mind of the voter This volume Television and Political Advertising Psychological Processes is the first of two and covers such topics as Models and Theories for Viewing Political Television Psychological Processing of Issues Images and Form Differential Processing of Positive and Negative Advertising and The Psychological Contexts of Processing Measuring Miscomprehension for Televised Communications Using True-False Questions David C. Schmittlein, Donald G. Morrison, Wharton School. Marketing Department, 1982 **Analyzing Media** James W. Chesebro, Dale A. Bertelsen, 1998-10-01 For the past 25 years critics of communication have focused on the content and form of verbal and nonverbal communication while for the most part neglecting what traditionally has been considered a technical rather than a critical issue the impact of how messages are produced or formatted in the various media Topics such as the sexual and violent content of television and films the meaning of pornography and the persuasive efforts of advertisers largely have been examined with the use of social science methodologies that ignore the behavioral and message generating

implications of specific media systems themselves Filling a significant void in the literature this volume eschews the notion of communication technologies as neutral conduits and instead depicts them as active and creative determinants of meaning In doing so it offers an illuminating examination of the dynamic relationships among communication cognition and social organization Providing a framework for the chapters that follow the first section of the book presents a history of human communication from a technological perspective explores the integral role of communication technologies in everyday life and isolates the ways in which criticism can function as an assessment system Three specific technological cultures that define human communication are identified the oral the literate and the electronic The authors identify structural features and discuss the social implications of each They also provide descriptions interpretations and evaluations of these technological cultures and show how criticism changes when the media of transmission is taken into account The book concludes with a cogent discussion of a range of topics surrounding media criticism such as its pedagogical implications how multiple selves can exist in a world of varied communication technologies the integration of communication technologies and how media studies should be incorporated into the disc

*The Psychology of Advertising* Bob M. Fennis, Wolfgang Stroebe, 2015-12-22 Advertising is a ubiquitous and powerful force seducing us into buying wanted and sometimes unwanted products and services donating to charitable causes voting for political candidates and changing our health related lifestyles for better or worse The impact of advertising is often subtle and implicit but sometimes blatant and impossible to overlook This revised and fully updated new edition of *The Psychology of Advertising* offers a comprehensive and state of the art overview of the psychological findings on the impact of advertising and discusses the research in the context of recent developments in the fields of social and consumer psychology Key questions covered in the volume include What impact does advertising have on consumer behavior What causes this impact What are the psychological processes responsible for the effectiveness of advertising How do consumers make sense of advertising messages Which messages get across successfully and when and why How do new online and digital technologies affect consumer judgement and choice Engagingly written and including a comprehensive glossary of frequently used concepts *The Psychology of Advertising* is a unique and invaluable resource for advanced undergraduate and graduate students and for researchers and lecturers in social psychology marketing and communications It is also a valuable guide for professionals working in advertising public health public services and political communication

*Consumer Perception of Product Risks and Benefits* Gerard Emilien, Rolf Weitkunat, Frank Lüdicke, 2017-03-14 This book reflects the current thinking and research on how consumers perception of product risks and benefits affects their behavior It provides the scientific regulatory and industrial research community with a conceptual and methodological reference point for studies on consumer behavior and marketing The contributions address various aspects of consumer psychology and behavior risk perception and communication marketing research strategies as well as consumer product regulation The book is divided into 4 parts Product risks Perception of product risks and benefits

Consumer behavior Regulation and responsibility      Consumers, Policy and the Environment Klaus Günter Grunert, John Thøgersen, 2005-12-05 The role of the consumer has changed from seeking the most satisfaction from goods and services to reconciling consumption with active citizenship which links consumption to modern social issues such as environmental protection sound business ethics and fair working conditions Understanding consumers the way they buy products the way they relate to questions of environmental importance and the way they participate in public policy formulation processes is of vital importance to modern society In this book eminent researchers examine contemporary issues related to the field of consumers policy and the environment      *The Frontier of Research in the Consumer Interest* American Council on Consumer Interests, 1988 The following papers are included JFK s Four Consumer Rights Lampman Product Safety Gerner Use of Cost Benefit Analysis in Product Safety Regulation Crandall CPCS s Voluntary Standards Ault Consumer Safety and Issue Emergence Process Mayer Reflections on Research in the Consumer Interest Nelson Concept of Quality Curry Price Quality Relationship Geistfeld Environmental Considerations and Assessment of Quality Huttenrauch Weights Cardinality and Scaling in Assessing Quality Maynes Information Processing from Consumer s Perspective Russo Overlooked Mechanisms for Conveying Information to Consumers Mazis Determinants of Information Use Olshavsky Economics of Information in Consumer Markets Ippolito Economics of Information Ratchford Consumer Choice Is More than Search Morgan An Electronic Future Mitchell New Technologies in Consumer Information Talarzyck Marketing Context of Consumer Choice Wilkie International Trade Dardis International Trade and Trade Offs for Third World Consumers Reich International Trade Allain International Trade and Trade Offs for Third World Consumers Kinsey Increasing Competition through Deregulation Kushman Case for Minimizing Regulation Clarkson Financial Services Durkin Privatization Competition and Airline Deregulation Mitchell Issues in Regulation and Deregulation Nelson Organization of Consumer Movement Herrmann et al Why Consumer Education in Japan Imai Consumer Organization and Representation in Developed World Sand Consumer Organization and Representation in Developing Countries Allain Consumer Policy and European Economic Community Orsini Consumer Problems Thorelli Salient Issues in Current European Consumer Policy Research Orlander Time for a Wingspread Kerton Self Fulfillment Consumer Policy and Consumer Research Scherhorn Corporate Consumer Affairs Departments Fornell Consumer Affairs Fernstrom Consumer Affairs Vawter Consumer Affairs Professionals and the Consumer Interest McKaig Advertising Eastwood Market Research in the Consumer Interest Imowitz Marketing Research as a Dialogue Levy How Can Marketing Research Contribute to Consumer Interest Murphy Survey Research on Behalf of Consumer Warren Consumer Complaints and Redress Andreasen Consumer Satisfaction Dissatisfaction and Consumer Interest Hunt Disappearance of Consumer from Modern Products Liability Law Priest Role of Secondary Schools Green Role of Federal Government Mohr Role of Cooperative Extension Turner and Content of College University Course in Consumer Education Robinson MN      *Advances in Experimental Social Psychology* ,1984-12-19 Advances in Experimental Social Psychology

**Advertising Management** Batra,2009      The Cartoon Randall Harrison,1981-07-01 Harrison considers how the cartoon works as a form of communication why it affects us so quickly and deeply how the cartoon is conceived developed and disseminated and what major issues still face researchers in attempting to understand its impact on people This little book analyses cartoons and comic strips with verve intelligence and rare clarity information Design Journal vol 3 1982

**Effective Advertising** Gerard J. Tellis,2003-11-20 Recently nominated one of five finalists selected for the 2005 Berry AMA Book Prize for best book in marketing Tellis has done a remarkable job He has brought together an amazingly diverse literature Unlike some other sources that claim to be able to measure the effects of advertising Tellis s thoroughness and ability to understand and convey results of various experiments and statistical analyses helps the reader to separate the wheat from the chaff Any student of advertising whether new to the field or a seasoned veteran executive or researcher should read this book Alan G Sawyer University of Florida Effective Advertising How When and Why Advertising Works reviews and summarizes an extensive body of research on advertising effectiveness In particular it summarizes what we know today on when how and why advertising works The primary focus of the book is on the instantaneous and carryover effects of advertising on consumer choice sales and market share In addition the book reviews research on the rich variety of ad appeals and suggests which appeals work and when how and why they work The first comprehensive book on advertising effectiveness Understanding Effective Advertising reviews over 50 years of research in the fields of advertising marketing consumer behavior and psychology It covers all aspects of advertising and its effect on sales including sales elasticity carryover effects content effects and effects of frequency Author Gerard J Tellis distills three decades of academic and professional experience into one volume that successfully dismisses many popular myths about advertising such as Advertising has a powerful influence on consumers and often generates consumer need The effects of advertising persist for decades If an ad fails initially repetition will ensure its ultimate success Ads need only one to three exposures to succeed Advertising by argument is the most effective method The best ads are unique and original Advertising is very profitable Tellis then provides alternatives and establishes the following truths about advertising Advertising is vitally important for free markets but its action is subtle and its discovery is fragile The effects of advertising are short lived If ads are not initially effective repetition will not make them more effective Scientific principles can show which ads work though firms often ignore advertising research and persist with ineffective ads Advertising by emotion may have the most effective appeal Templates can yield very effective ads Advertising is often unprofitable Effective Advertising will be an important addition to courses at the graduate or undergraduate level in advertising marketing communication and journalism It will also be an invaluable reference for professionals and researchers working in these fields      **Attitudes In and Around Organizations** Arthur P. Brief,1998-06-08 How do the attitudes people bring with them to the workplace attitudinal baggage affect thoughts feelings and actions in organizations How are the attitudes of those outside an organization stockholders customers suppliers

government officials and the public at large affected by the organization Attitudes In and Around Organizations provides a concise summary of what we know about attitudes and suggests what we might discover by adopting novel means both conceptual and methodological for studying attitudes in and around organizations Arthur P Brief provides an overview of the job satisfaction literature including a redefinition of job satisfaction In addition he examines the various means by which attitudes have been measured attitude formation and change and the resistance of attitudes to change efforts Groups whose attitudes are organizationally relevant customers for example are examined in order to illustrate how organizations affect the attitudes of people beyond their boundaries and to determine how organizations can influence salient attitudes in their environments The concluding chapter offers the reader a view of the future and suggests ideas for future research Students researchers consultants and organizational decision makers will find this a relevant engaging and thought provoking resource

*Advertising and Popular Culture* Jib Fowles, 1996-01-23 Is it possible that consumers exploit advertising even more so than advertising exploits and influences our culture Author Jib Fowles argues that consumers look to advertising to provide them with images that can assist them in negotiating the personal dilemmas of advanced industrial life Advertising and Popular Culture is the first comprehensive text to provide a balanced analysis of advertising and its companion the popular culture conveyed through the mass media Reflecting current theories this thoughtful critique uses excerpts from advertising campaigns to illustrate how modern advertising both draws from and contributes to popular culture Fowles traces the role of advertising in our culture from its evolution as part of the culture of mass consumption in the late 19th century the development of advertising agencies and the creation of a consumer culture to an exploration of the major themes of American advertising Advertising and Popular Culture represents a fresh and fully elaborated conceptualization of the services that advertising and popular culture provide This text will be a vital tool in departments and schools of advertising journalism and communication where increasing emphasis is being placed on studying the cultural significance of advertising

*Handbook of Integrated CSR Communication* Sandra Diehl, Matthias Karmasin, Barbara Mueller, Ralf Terlutter, Franzisca Weder, 2016-12-29 This handbook pursues an integrated communication approach Drawing on the various fields of organizational communication and their relevance for CSR it addresses innovative topics such as big data social media and the convergence of communication channels as well as the roles they play in a successfully integrated CSR communication program Further aspects covered include the analysis of sector specific cross cultural and ethical challenges related to the effective communication of CSR This handbook is unique in its consistent focus on integrated communication It is of interest not only for the scientific discourse but will also benefit those corporations that not only seek to operate in a socially responsible manner but also to communicate their efforts to their various stakeholders Besides its significant value for researchers and professionals the book can also be used as a reference for undergraduate and graduate students interested in successful CSR communication

Communication Tomorrow E W. Brody, 1990-01-19 This volume provides a

comprehensive look at the future of new media into the twenty first century Demographic sociographic technological and media trends examined in the book suggest that tomorrow s media world will be far different than the media of today This volume provides key insights into how the changes in the communications disciplines will impact upon advertising broadcasting public relations marketing and sales promotion After examining the trends and changes in established media the book looks at the information industry and new technologies the new print media the electronic media and media in organizations Next the book explores the newest of the new media the future from the standpoint of media users merchandisers employers politicians and information consumers Finally this volume looks at the future of the communications disciplines Communication Tommorrow is an ideal reference book for anyone involved in public relations advertising sales promotion mass communication broadcasting marketing and journalism

**The Future of the Mass Audience** W. Russell Neuman, 1991-11-29 This book focuses on how the changing technology and economics of the mass media in post industrial society will influence public communication



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