

Mass Communication Theory: Foundations, Ferment, and Future (7th Edition) [Paperback]

By Dennis K. Davis by Stanley J. Baran



Mass Communication Theory: Foundations, Ferment, and Future (7th Edition) [Paperback] By Dennis K. Davis by Stanley J. Baran Paperback Edition ... Printed in Asia ... exactly same contents as the US edition ... Table of Contents: Preface. Section 1: FOUNDATIONS: INTRODUCTION TO MASS COMMUNICATION THEORY AND ITS ROOTS. 1. Understanding and Evaluating Mass Communication Theory. 2. Establishing the Terms of the Debate Over Media: The First Trend In Media Theory Mass Society and Propaganda Theories. 3. Normative Theories of Mass Communication. Section 2: FERMENT: METHODOLOGICAL DISPUTES DIVIDE THE DISCIPLINE. 4. The Media-Effects Trend. 5. The Emergence of the Critical Cultural Trend in North America. 6. Theories of Media And Human Development: Children and Adolescents. 7. Audience Theories: Uses and Reception. 8. Theories of Media Cognition and Information Processing. 9. Theories of the Effect of Media on Society. 10. Media And Culture Theories: Meaning Making in the Social World. Section 3: FUTURE: RAPIDLY CHANGING MEDIA CHALLENGE A GLOBAL DISCIPLINE. 11. The Future of Media Theory and Research. References. Index.



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