



The SAGE Handbook of Media Processes and Effects (Hardback)

By -

SAGE Publications Inc, United States, 2009. Hardback. Condition: New. Language: English . Brand New Book. The study of media effects is one of the most central to the discipline of communication and encompasses a vast array of theoretical perspectives, methodological tools, and application to important social contexts. In light of this importance - as well as the rapid changes in the media environment that have occurred during the past 20 years - this Handbook of media effects theorizing and research explores where media effects research has been over the past several decades, and, equally important, where it would be most fruitful to go in the years ahead. In addition to providing a comprehensive framework for those interested in media effects, the Handbook also emphasizes the changing nature of the media landscape. Thus, new technologies not only provide new venues for research, but they also represent challenges to many existing media effects theories (that were formulated prior to the widespread adoption of the Internet). The contemporary diversity of the field and its research is seen in chapters addressing sociological, cultural, and organizational approaches and in chapters on specific approaches, domains, and context-related effects. Throughout the Handbook and within each chapter, authors...



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