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Notable Selections in
Mass Media

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Sources Notable Selections In Mass Media

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Sources Jarice Hanson, David J. Maxcy, 1998 40 selections on enduring intellectual value classic articles book excerpts and research studies that have shaped the study of mass media and our contemporary understanding of it Included are carefully edited selections from the works of the most distinguished observers of the mass media past and present from Harold D Lasswell Hadley Cantril and Neil Postman to Kathleen Hall Jamieson Michael Eric Dyson and Annette Kuhn

Popular Media, Democracy and Development in Africa Herman Wasserman, 2010-10-04 This book examines the role that popular media could play to encourage political debate provide information for development or critique the very definitions of democracy and development

Radio Cultures Michael C. Keith, 2008 Radio Cultures examines the manifold ways in which radio has influenced the nation's social and cultural environment since its inception nearly a century ago Written by leading scholars in the field chapters address a wide range of topics including how this powerful medium has impacted and affected non mainstream segments of the population throughout its history and how these repressed and neglected groups have employed radio to counter and overcome discrimination and bias The use of the audio medium for political economic and religious purposes is comprehensively probed and analyzed in this insightful and innovative volume

Back cover **De-neocolonizing Africa** Unwana Samuel Akpan, 2024-10-16 This book fills a critical void in African research a lack of engagement with the question of how digital capabilities can be harnessed to liberate Africa from the subtle grips of neocolonization Bringing together seasoned and emerging scholars from diverse regions of Africa the book dissects the intricate relationship between technology and the persistent echoes of colonial legacies The authors distinguish between decolonization the historical struggle for independence and the ongoing imperative of de neocolonization an evolving battle against persistent but more subtle colonial influences now manifesting in the digital terrain With a focus on the profound impact of digital tools the contributors question how these capabilities can serve as instruments of liberation in a globalized age Through a comprehensive examination of the intersection between Africa digital technology and neocolonization the book not only breaks new ground but also positions itself as an invaluable resource for students academics and professionals globally By offering fresh perspectives nuanced analyses and innovative solutions this book emerges as an essential addition to the global intellectual academe reshaping the discourse on African autonomy identity and emancipation from neocolonial chains

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 *Weapons of Mass Persuasion* Steven R. Corman, Angela Trethewey, H. Lloyd Goodall, 2008 These collected essays apply human communication concepts and theories to the communication problems encountered by nations communities and individuals to move beyond critique of the failed U S communication campaigns and strategies in the war on terror Mass Media, 2002 **Sources** Mitchel Gerber, 1996 This book brings together over 40 selections of enduring intellectual value classic articles book excerpts and U S Supreme Court decisions that have shaped the study of American government and our contemporary understanding of it This book provides the opportunity for readers to encounter many of the greatest thinkers in American government at first hand The book includes carefully edited selections from the works of the most distinguished observers of American government past and present from James Madison and Richard F Fenno Jr to Laurence H Tribe Kathleen Hall Jamieson Jane J Mansbridge and Aaron Wildavsky Back cover Digital Transformation in Journalism and News Media Mike Friedrichsen, Yahya Kamalipour, 2017-05-03 This book analyzes various digital transformation processes in journalism and news media By investigating how these processes stimulate innovation the authors identify new business and communication models as well as digital strategies for a new environment of global information flows The book will help journalists and practitioners working in news media to identify best practices and discover new types of information flows in a rapidly changing news media landscape Ross for Boss Ted G. Jelen, 2001-02-01 Ross for Boss provides insights into the sources continuity and enduring importance of Ross Perot s presidential candidacies in 1992 and 1996 as a member of the Reform Party and evaluates the impact of the Perot phenomenon on the future of both public policy and the U S party system Using theoretical and historical literature on third parties and independent candidates the contributors identify the sources of Perot s support and opposition among political activists and the mass public Perot s supporters are understood as zealots of the center who resist partisan and ideological polarization Perot himself the authors suggest was a master showman able to use classical theatrical forms to establish himself as an improbable yet inevitable leader of a mass movement His support came from people whose economic interests were directly threatened by increases in the global scope of the U S economy and like other third party candidates of the twentieth century from those without formal religious affiliations Comparisons of the 1992 and 1996 campaigns show that the decline in support for Perot was for the most part uniform across geographic regions and demographic groups

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