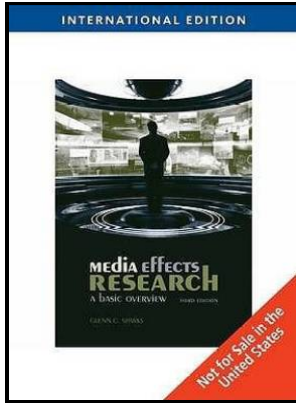


Media effects research - a basic overview

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. About the Author: Glenn Sparks is a professor and noted researcher of Mass Communication in the Brian Lamb School of Communication at Purdue University where he served for twelve years as the associate head.

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References David Altheide and Robert Snow, *Media Worlds in the Postjournalism Era* New York: Walter de Gruyter, 1991 , 9—11.

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