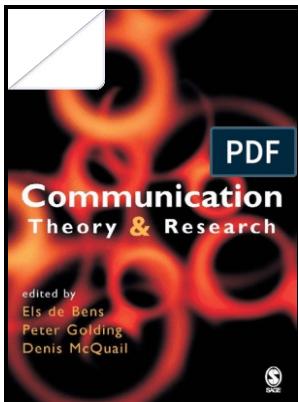


Television in politics - its uses and influence, by Jay G. Blumler and Denis McQuail.

Faber - Britain



Description: -

Theory of constraints (Management)
Uncertainty
Investments
Corporations -- Finance
Television in politics -- Television in politics - its uses and influence,
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Society today and tomorrow
Television in politics - its uses and influence, by Jay G. Blumler and Denis McQuail.
Notes: Bibliography: p. 362-366.
This edition was published in 1968



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Television in politics : its uses and influences / by Jay G. Blumler and Denis McQuail

His pioneering work with Denis McQuail, in which they applied uses and gratifications theory to understand how voters responded to television election coverage, was ground-breaking, injecting a degree of methodological rigour and normative insight to the study of political communication that characterised his many subsequent books and articles. The audience for election television. This article offers a structured reconnaissance of such developments.

Professor Jay G. Blumler (1924

The survey was conducted between 1998 and 2000 with 502 external from 43 countries including questions on their attitudes and their role definitions. This may be explained by the large audiences that debates still attract.

Blumler Kavanagh 1999 The Third Age of Pol

Journal of Communication, 42 3 , 14—25.

Mass Communications and the 1976 Presidential Election

Brody, Stanford University; Steven H.

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