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Introduction to Mass Communication Theory (Fifth Edition)

By Dennis K. Davis, Stanley J. Baran

Wadsworth/Cengage Learning India, 2012. Softcover. Book Condition: New. 5th or later edition. INTRODUCTION TO MASS COMMUNICATION THEORY, Fifth Edition, introduces you to current and classical mass communication theories and explains the media literacy movement in terms you can understand. Plus, this mass communication textbook helps you develop a better understanding of media theory so you can play a role in the media industry's future. Written in an accessible writing style, the text is designed to help you perform well on exams and succeed in the course. Tables of Contents:- Section I: INTRODUCTION TO MASS COMMUNICATION THEORY 1. Introduction 2. Understanding and Evaluating Mass Communication Theory Section II: ERA OF MASS SOCIETY AND MASS CULTURE 3. The Rise of Media Industries and Mass Society Theory 4. The Rise of Media Theory in the Age of Propaganda 5. Normative Theories of Mass Communication Section III: THE RISE AND FALL OF LIMITED EFFECTS 6. Limited Effects Theory Emerges 7. Middle-Range Theory and the Consolidation of the Limited Effects Paradigm 8. Challenging the Dominant Paradigm: Children, Systems, and Effects Section IV: CONTEMPORARY MASS COMMUNICATION THEORY: SEARCHING FOR CONSENSUS AND CONFRONTING CHALLENGES 9. Emergence of Critical and Cultural Theories of Mass Communication 10. Media and Audiences:...



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