

A Cognitive Psychology of Mass Communication

EIGHTH EDITION

FRED W. SANBORN



6 167 05361 สำนักหอสมุด มหาวิทยาลัยเชียงใหม่ 0 1257708X

A Cognitive Psychology of Mass Communication

Eighth Edition
Fred W. Sanborn





Contents

List of Illustrations Preface A Note about Online Resources to Accompany the Book		viii
		ix xii
A Note from Fred W. Sanborn		xiii
Acknowledgments		xiv
TOTAL	owedgmone	
1	Mass Communication in Our Digital Society: The Changing Media Landscape	1
2	Research and Theory in Mass Communication: How Are Media Studied Scientifically?	29
3	The Psychology of Mass Communication: Thinking about Our Media Use	58
4	Emotions and Media: Applications for Music and Sports	80
5	Media Portrayals of Groups: Distorted Social Mirrors	114
6	Advertising: Baiting, Catching, and Reeling Us In	164
7	News: Setting an Agenda about the World	208
8	Politics: Using News and Advertising to Win Elections	255
9	Violence: Media Mayhem Matters	295
10	Sex: Is Tuning In Turning Us On? Sexuality through a Media Lens	335
11	Socially Positive Media: Teaching Good Things to Children (and the Rest of Us)	370
References ndex		408 538