

## Media Effects Research A Basic Overview Mass Communication And Journalism

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Media Effects Research A Basic Overview Mass Communication ...

media effects research, which evolved from the study of mass communication, this strand of theory and research originated as a hybrid of interpersonal communication,

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Learning Objectives. Identify the basic theories of media effects. Explain the uses of various media effects theories. Early media studies focused on the use of mass media in propaganda and persuasion. However, journalists and researchers soon looked to behavioral sciences to help figure out the effect of mass media and communications on society. Scholars have developed many different approaches and theories to figure this out.

2.2 Media Effects Theories - Understanding Media and Culture

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