

The book was found

Media Effects Research: A Basic Overview



Synopsis

MEDIA EFFECTS RESEARCH, FOURTH EDITION, provides an excellent introduction for students studying mass media's effects on society. Through an engaging narrative style, the author presents fascinating research findings on media's impact and related mass media theories. Students are provided with a clear perspective of the relationship between science, methods, and practical questions about the effects of mass media.

Book Information

Paperback: 336 pages

Publisher: Cengage Learning; 4 edition (January 1, 2012)

Language: English

ISBN-10: 1111344450

ISBN-13: 978-1111344450

Product Dimensions: 9.1 x 6.3 x 0.5 inches

Shipping Weight: 1 pounds

Average Customer Review: 3.6 out of 5 stars [See all reviews](#) (7 customer reviews)

Best Sellers Rank: #362,224 in Books (See Top 100 in Books) #251 in [Books > Business & Money > Industries > Media & Communications](#) #455 in [Books > Textbooks > Communication & Journalism > Media Studies](#) #556 in [Books > Reference > Writing, Research & Publishing Guides > Writing > Journalism & Nonfiction](#)

Customer Reviews

It astounds me how many words Sparks takes to describe relatively simple concepts. There are parts in this book where you really have to wonder if he was being paid by the word. The information is clear enough, but I'm constantly wanting the author to just get to the point!

I needed this book for my COMM 105 class. At first I dreaded it, but the writer uses personal experiences and makes the text very easy to read and understand. This is a really great textbook, I don't mind reading it at all.

I have a B.A. from FSU. In my junior and senior years, this would have been my least expensive new book. I have read several of Dr. Sparks' books and articles and they are all well written and informative. I recommend this book to anyone taking a Media Effects research class.

Fast shipping, in excellent condition (BRAND NEW). Thank you so much, I appreciate it. The book is awesome, the author covers many mass-media communication theory's. I recommend this book for students taking an undergrad degree in communications.

[Download to continue reading...](#)

Media Effects Research: A Basic Overview Media Effects Research: A Basic Overview (Mass Communication and Journalism) Social Media: Master, Manipulate, and Dominate Social Media Marketing With Facebook, Twitter, YouTube, Instagram and LinkedIn (Social Media, Social Media ... Twitter, Youtube, Instagram, Pinterest) Social Media: Master Strategies For Social Media Marketing - Facebook, Instagram, Twitter, YouTube & LinkedIn (Social Media, Social Media Marketing, Facebook, ... Instagram, Internet Marketing Book 3) Adobe After Effects CC Visual Effects and Compositing Studio Techniques After Effects and Cinema 4D Lite: 3D Motion Graphics and Visual Effects Using CINEWARE The After Effects Illusionist: All the Effects in One Complete Guide Adobe After Effects CS6 Visual Effects and Compositing Studio Techniques Creative After Effects 7: Workflow Techniques for Animation, Visual Effects and Motion Graphics Compositing Visual Effects in After Effects: Essential Techniques The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research, and Buying (Routledge Communication Series) Social Media: Dominating Strategies for Social Media Marketing with Twitter, Facebook, Youtube, LinkedIn and Instagram: Social Media, Network Marketing, Book 1 Social Media: Strategies To Mastering Your Brand- Facebook, Instagram, Twitter and Snapchat (Social Media, Social Media Marketing) Social Media: Dominating Strategies for Social Media Marketing with Twitter, Facebook, Youtube, LinkedIn and Instagram (social media, instagram, twitter, ... marketing, youtube, twitter advertising) Qualitative Research Design: An Interactive Approach (Applied Social Research Methods) Progress in Skin Cancer Research (Horizons in Cancer Research) Skin Cancer: New Research (Horizons in Cancer Research, Volume 31 The Practice of Qualitative Research: Engaging Students in the Research Process Structure and Function of a Chihuahuan Desert Ecosystem: The Jornada Basin Long-Term Ecological Research Site (Long-Term Ecological Research Network Series) Introduction To Research And Medical Literature For Health Professionals (Blessing, Introduction to Research and Medical Literature for Health Professionals wi)

[Dmca](#)