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Media Effects Advances In Theory

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His primary research interests are in entertainment theory, media effects, advanced communications technologies and systems, and media education. Mary Beth Oliver is Professor and Co-Director of the Media Effects Research laboratory in the College of Communications at Penn State University. She specializes in media and psychology, with a focus on both the psychological effects of media and ...

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media effects is that most media effects are indirect rather than direct (e.g. McLeod et al 2009, Petty & Cacioppo 1986). An indirect effect is one in which the influence of an

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Second, it gives an overview of the main theories in this area. Finally, using three of the most recent theories within media effects, namely framing effects, agenda-setting, and priming, the entry...

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Perspectives on media effects :Advances in theory and research. Hillsdale (NJ):Erlbaum. Everland, W.P. (2002). The impact of news and entertainment media on perceptions of social reality. Dans J.P. Dillard et M. Pfau (dir.), The persuasion handbook: developments in theory and practice (pp.691-727). Thousand Oaks: Sage Publications.

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Sous forme de revue de questions, cet article traite de l'influence de la violence audiovisuelle sur les comportements des enfants et adultes. Les théories et les principaux résultats empiriques, dans le champ, sont présentés ainsi que les variables filiformes susceptibles de moduler cette relation. Les conséquences de cette influence, leur prévention, sont principalement abordées ...

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