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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

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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.

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