

A Cognitive Psychology of Mass Communication



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A Cognitive Psychology of Mass Communication is the go-to text for any course that adopts a cognitive and psychological approach to the study of mass communication. In its sixth edition, it continues its examination of how our experiences with media affect the way we acquire knowledge about the world, and how this knowledge influences our attitudes and behavior. Using theories from psychology and communication along with reviews of the most up-to-date research, this text covers a diversity of media and media issues ranging from commonly discussed topics, such as politics, sex, and violence, to lesser-studied topics, such as sports, music, emotion, and prosocial media. This sixth edition offers chapter outlines and recommended readings lists to further assist readability and accessibility of concepts, and a new companion website that includes recommended readings, even more real-world examples and activities, PowerPoint presentations, sample syllabi, and an instructor guide.

作者介绍:

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