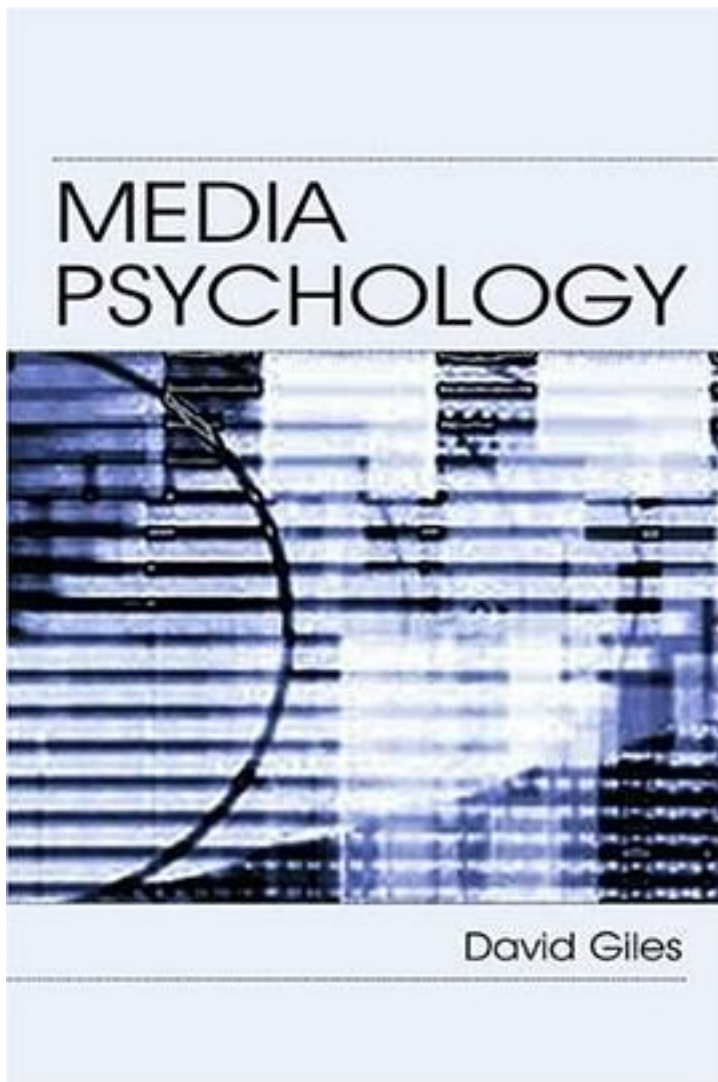


Media Psychology



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著者:David Giles

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装帧:Paperback

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Review

Giless Volume does a good job summarizing much of the psychological research on the media. Further, the treatment is balanced....recommend Giles Media Psychology to psychologists who are interested in the media because it provides a good treatment of the psychological study of the media.

—Contemporary Psychology

This book is a model of its kind - thought provoking, thorough and authoritative, with a mass of research surveyed by the author and set out in a comprehensive 26 page reference/bibliography section, along with author and subject indexes.

—Media Education Journal

Product Description

Media Psychology examines the impact that 21st century media use has on human behavior, from teenage crushes on pop stars to soap fandom in adulthood. It brings together North American communication research with European media research in a variety of disciplines--psychology, sociology, communication and media studies--and in doing so, maps out the territory for media psychology. David Giles argues that psychologists have been guilty of ignoring the influence of the media over the last century, seeing it at best as a minor nuisance that will eventually go away. However, with the increasing prevalence of new electronic forms of mass communication, the media seem to have a greater influence than ever over our daily lives.

In this book, Dr. Giles tackles the traditional topics of media psychology--sex, violence, advertising--along with sections on developmental aspects of media influence and the psychology of the audience. He also examines a number of specific media genres--news, sports, soaps, and the increasingly popular audience participation media, such as "reality" and "lifestyle" television. In addition, he asks what light psychology can shed on the popularity of these genres and the response of their audiences. Finally, there are chapters on the increasing influence of the Internet and on the representation of psychology and psychologists themselves in the media.

作者介绍:

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标签

Psychology

Media

心理学

传播学

marketingstudy

专业

评论

终于终于看完了。

入門書。挺好用的。

如果不是为了本科生的课，如果不是为了出试卷。。打死我都不读= =。。

Chapter1.2.3. Basic introduction to media psychology.

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书评
