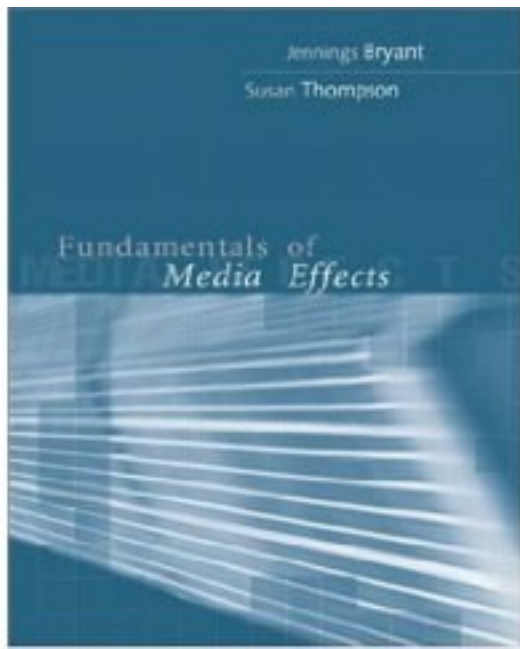


Fundamentals of Media Effects



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Fundamentals of Media Effects is a readable scholarly text geared to undergraduate students in the media effects course.

The book is divided into three sections. Section 1, Overview and History, provides historical evidence for media effects and for societal concern about media effects. Section 2, Theory and Concepts, includes the concepts and theories that serve as the basis for different types of media effects research. The final section, Section 3, Key Areas of Research, delves into the specific areas of inquiry.

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