

# Media Messages and Public Health



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出版者:

出版时间:2008-11

装帧:

isbn:9780805860245

Media Messages and Public Health addresses the full range of methodological and conceptual issues involved in content analysis research, specifically focused on public health-related messages and behaviors. Uniquely tailored to the challenges faced by content researchers interested in the study of public health topics, coverage includes: conceptual and methodological foundations involved in the practice of content analysis research used to examine public health issues, measurement challenges posed by the broad range of media, use of content analysis across multiple media types, the potential for individual differences in audience interpretation of message content, case studies that examine public health issues in the media to illustrate the decisions that are made when developing content analysis studies. Distributed by Syndetic Solutions, Inc.

作者介绍:

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