



Fundamentals of Media Effects

Jennings Bryant, Susan Thompson

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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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