Mass Communication Wilbur Schramm Free

This book explores the rapidly evolving conditions of political communication in China. It examines how ideology and professional roles affect both scholarly and journalistic understanding of China. The book offers insights into Chinese journalism and Sino-American relations. Three provocative exposes from a National Jewish Book Award-winning journalist address the CIA's recruitment of Nazis and use of psychological warfare. The Splendid Blond Beast: This groundbreaking investigation into the CIA's post–World War II liberation and recruitment of Nazi war criminals—including the pivotal role played by CIA Director Allen Dulles—traces the roots not only of US government malfeasance, but of mass murder as an instrument of financial gain and state power, from the Armenian genocide during World War I to Hitler's Holocaust through the practice of genocide today. "Revelatory and shocking." —Kirkus Reviews Blowback: The true story of how US intelligence organizations employed Nazi war criminals in clandestine warfare and propaganda against the USSR, anticolonial revolutionaries, and progressive movements worldwide that were claimed to be Soviet pawns. "The story is one that needs to be told, and Blowback makes a major contribution to its telling, supplementing a thorough collation of known cases with ample new research." —The New York Times Science of Coercion: Drawing on long-classified documents from the Pentagon, the CIA, and other national security agencies, Simpson exposes secret government-funded research into psychological warfare and reveals that many of the most respected pioneers in the field of communication science were knowingly complicit as their findings were employed for the purposes of propaganda, subversion, intimidation, and counterinsurgency during the Cold War era. "An intriguing picture of the relations between state power and the intellectual community." —Noam Chomsky, Massachusetts Institute of Technology

This innovative collection investigates the ways in which television programs around the world have highlighted modernization and encouraged nation-building. It is an attempt to catalogue and better understand the contours of this phenomenon, which took place as television developed and expanded in different parts of the world between the 1950s and the 1990s. From popular science and adult education shows to news magazines and television plays, few themes so thoroughly penetrated the small screen for so many years as modernization, with television producers and state authorities using television programs to bolster modernization efforts. Contributors analyze the hallmarks of these media efforts: nation-building, consumerism and consumer culture, the education and integration of citizens, and the glorification of the nation's technological achievements.

The development of communication studies has been a lively process of adoption and integration of theoretical constructs from Pragmatism, Critical Theory and Cultural Studies. Critical Communication Studies describes the intellectual and professional forces that have shaped research interests and formed alliances in the pursuit of particular goals. Hanno Harst reflects on the need to come to terms with the role of history in academic work and locates the intellectual history within the context of competing social theories. The book provides a substantive foundation for understanding the field and will be a major text in all courses dealing with communication history and theory.

MediaWriting is an introductory, hands-on textbook for students preparing to write in the current multimedia environment. Rather than just talk about the differences among the styles of print, broadcast, and public relations, MediaWriting synthesizes and integrates them, while weaving in basic principles of Internet writing and social media reporting. Complete with real-world examples, practical writing exercises, and tips and information for entering into the profession, MediaWriting continues to give students the tools they need to become a successful media writer. The new edition has been extensively rewritten to reflect the dynamic nature of the profession, paying significant attention to how the Internet and social media have become essential communication tools for print and broadcast journalists, and public relations professionals. Further updates and features include: Increased attention to computer-assisted reporting, the preparation of online copy, and social media applications. Two new chapters on lead writing and new media A separate chapter focused solely on ethics Explanatory "how to" boxes that help students understand and retain main themes. Illustrated "It Happened to Me" vignettes from the authors' professional experiences. Discussion questions and exercises at the end of every chapter. Suggested readings that highlight biographies, books, and websites that expand the scope and definition of professionalism. In addition to new multimedia elements, the fourth edition's companion website features enhanced resources for both students and instructors, including chapter overviews, writing tips, a test bank, sample critiques, and a sample syllabus.

Mass media and society in Nigeria is part of the efforts to address the dearth of relevant materials. This sixteenth-chapter book, with contributions by some of the best professionals, specialists and academics in the field, covers various aspects of the mass communication landscapes in Nigeria, especially the growth and development of the media. It takes a bird's eye view of development in print, electronic and News Agency areas of the communication field. There is, in addition, a very useful blend of theory and practice that should prove invaluable to both students and practitioners in the field of mass communication.

Is NYPD Blue a less valid form of artistic expression than a Shakespearean drama? Who is to judge and by what standards? In this new edition of Herbert Gans's brilliantly conceived and clearly argued landmark work, he builds on his critique of the universality of high cultural standards. While conceding that popular and high culture have converged to some extent over the twenty-five years since he wrote the book, Gans holds that the choices of typical Ivy League graduates, not to mention Ph.D.'s in literature, are still very different from those of high school graduates, as are the movie houses, television channels, museums, and other cultural institutions they frequent. This new edition benefits greatly from Gans's discussion of the "politicization" of culture over the last quarter-century. Popular Culture and High Culture is a must read for anyone interested in the vicissitudes of taste in American society.

Universally considered to be the founder of the field of communication studies, Wilbur Schramm left unfinished this final work on his personal perspective of the field. In it, he acknowledged the seminal contributions to communication of four inspirational social scientists whose theories and methods laid the foundation for the discipline: Harold D. Lasswell, Paul F. Lazarsfeld, Kurt Lewin and Carl I. Hovland. This collection has now been posthumously supplemented by the editors, Steven H Chaffee and Everett M Rogers, whose contribution documents the history of the spread of the subject among universities in the United States.

The Handbook of Communication History addresses central ideas, social practices, and media of communication as they have developed across time, cultures, and world geographical regions. It attends to both the varieties of communication in world history and the historical investigation of those forms in communication and media studies. The Handbook editors view communication as encompassing patterns, processes, and performances of social interaction, symbolic production, material exchange, institutional formation, social praxis, and discourse. As such, the history of communication cuts across social, cultural, intellectual, political, technological, institutional, and economic history. The volume examines the history of communication history; the history of ideas of communication; the history of communication media; and the history of the field of communication. Readers will explore the history of the object under consideration (relevant
practices, media, and ideas), review its manifestations in different regions and cultures (comparative dimensions), and orient toward current thinking and historical research on the topic (current state of the field). As a whole, the volume gathers disparate strands of communication history into one volume, offering an accessible and panoramic view of the development of communication over time and geographical places, and providing a catalyst to further work in communication history.

Mass communication is an inter-disciplined domain. It can't understand as stand alone subject, because it deals with society and culture at one hand and technology at the other. Thus this book was needed that could give a comprehensive explanation of terms, concepts, theories and principles at one place. In recent times mass media has grown as a widespread industry which is working all over the world. Here in this book it is the sincere effort of the author to put the matter and facts, myths and realities all in a lucid manner. This book is designed keeping in view the average reader and beginners as well. This book will quench the thirst of knowledge in this field and it is the sincere hope of the author. If it proves to be of little value to the readers, all efforts and hardships of the author will amply be awarded. This book is created for the needs of students relating to the area of journalism and mass communication. As social contexts and milieus undergo changes and get increasingly complex, journalism too undergoes transformations, and gets ever more crucial to the running of a society. In such a scenario, it becomes imperative that one considers the import journalism carries, and how the issues and problems in it are central to how we perceive the world.

The Process and Effects of mass communication

The Encyclopedia of Political Communication discusses the major theoretical approaches to the field, including direct and limited effects theories, agenda-setting theories, sociological theories, framing and priming theories, and other past and present conceptualizations. With nearly 600 entries, this resource pays considerable attention to important political messages such as political speeches, televised political advertising, political posters and print advertising, televised political debates, and Internet sites. The audiences for political communications are also central, necessitating concentration on citizen reactions to political messages, how the general public and voters in democratic systems respond to political messages, and the effects of all types of media and message types.

Building on the events and lessons of September 11, Crisis Communications features an international cast of top contributors exploring emergency communications during crisis. Together, they evaluate the use, performance, and effects of traditional mass media (radio, TV, print), newer media (Internet, email), conventional telecommunications (telephones, cell phones), and interpersonal communication in emergency situations. They establish how people learned of the September 11 tragedy and how they responded; examine the effects of media globalization on terrorism; and, in many cases, give specific advice for the future.

The International History of Communication Study maps the growth of media and communication studies around the world. Drawing out transnational flows of ideas, institutions, publications, and people, it offers the most comprehensive
picture to date of the global history of communication research and education. This volume reaches into national and regional areas that have not received much attention in the scholarship until now, including Asia, Latin America, Africa, and the Middle East alongside Europe and North America. It also covers communication study outside of academic settings: in international organizations like UNESCO, and among commercial and civic groups. It moves beyond the traditional canon to cover work by forgotten figures, including women scholars in the field and those outside of the United States and Europe, and it situates them all within the broader geopolitical, institutional, and intellectual landscapes that have shaped communication study globally. Intended for scholars and graduate students in communication, media studies, and journalism, this volume pushes the history of communication study in new directions by taking an aggressively international and comparative perspective on the historiography of the field. Methodologically and conceptually, the volume breaks new ground in bringing comparative, transnational, and global frames to bear, and puts under the spotlight what has heretofore only lingered in the penumbra of the history of communication study. This fully updated second edition of the popular handbook provides an exploration of thinking on media ethics, bringing together the intellectual history of global mass media ethics over the past 40 years, summarising existing research and setting future agenda grounded in philosophy and social science. This second edition offers up-to-date and comprehensive coverage of media ethics, including the ethics of sources, social media, the roots of law in ethics, and documentary film. The wide range of contributors include scholars and former professionals who worked as journalists, public relations professionals, and advertising practitioners. They lay out both a good grounding from which to begin more in-depth and individualized explorations, and extensive bibliographies for each chapter to aid that process. For students and professionals who seek to understand and do the best work possible, this book will provide both insight and direction. Standing apart in its comprehensive coverage, The Routledge Handbook of Mass Media Ethics is required reading for scholars, graduate students, and researchers in media, mass communication, journalism, ethics, and related areas. This handbook summarises the state of the art in international, cultural and developmental communication and sets the agenda for future research.

Government's ever-increasing participation in communication processes, Mark Yudof argues, threatens key democratic values that the First Amendment was designed to protect. Government control over the exchange of ideas and information would be inconsistent with citizen autonomy, informed consent, and a balanced and mutually responsive relationship between citizens and their government. Yet the danger of government dominance must be weighed against the necessary role of government in furthering democratic values by proposing and promoting policies and by disseminating information and educating citizens. Restraints on government's ability to control communications processes are desirable, but excessive or inappropriate restrictions threaten democracy. Professor Yudof identifies a number of formal and informal checks on government as disseminator, withholding, and controller of ideas and information. Where more controls are needed, the strengthening of pluralism and legislative oversight is generally the answer. Constitutional redress in the courts should be sought only in extreme instances, he cautions, to avoid judicial interference with legitimate policy objectives.

St. Nicholas has been called the best children's magazine ever published, particularly during the tenure of its founding editor, Mary Mapes Dodge. From 1873 to 1905, Dodge worked to create what she called a “pleasure ground” for children--a magazine that would have great impact on several generations of children. The list of authors who wrote for her includes Louisa May Alcott, Frances Hodgson Burnett, Henry Wadsworth Longfellow, Rudyard Kipling, Theodore Roosevelt, and Mark Twain. The quality of the magazine's illustration was equally high. The magazine was also the launching pad for a new generation of authors and artists, such as F. Scott Fitzgerald, E.B. White, Jack London, and Eudora Welty. This anthology of critical writing on St. Nicholas includes some of the most influential articles already published and newly commissioned essays on a variety of subjects, including the impact of the St. Nicholas league, the utopian thrust of the magazine's fiction, and the story of the long and productive literary partnership between Dodge and Alcott. Essays also analyze Dodge's relationship with her readers, her editorial practice, the illustrations, American family life as seen by young British readers, war and military life, advertising, and the middle-class preoccupation with “change of fortune” tales. The work places St. Nicholas in American cultural history, and analyzes how it both influenced and was influenced over thirty years. Essential documentary material presently unpublished or inaccessible and illustrations from the magazine are also included.

Journalism and Mass Communication is the component of Encyclopedia of Social Sciences and Humanities in the global Encyclopedia of Life Support Systems (EOLSS), which is an integrated compendium of twenty one Encyclopedias. The Theme on Journalism and Mass Communication deals, in two volumes and cover five main topics, with a myriad of issues of great relevance to our world such as: Evolution of Journalism and Mass Communication; Evolution of Mass Communication: Mass Communication and Sustainable Futures; The Internet as a Mass Communication Medium; Management and Future of Mass Communications and Media; Communication Strategies for Sustainable Societies, which are then expanded into multiple subtopics, each as a chapter. These two volumes are aimed at the following five major target audiences: University and College Students Educators, Professional Practitioners, Research Personnel and Policy Analysts, Managers, and Decision Makers, NGOs and GOs.

In this timely volume, the authors explore public affairs journalism, a practice that lies at the core of the journalism profession. They go beyond the journalistic instruction for reporting and presenting news to reflect on why journalism works the way it does. Asking current and future journalists the critical questions, "Why do we do it?" and "What are the ways of fulfilling the goals of journalism?" their discussion stimulates the examination of contemporary practice, probing the foundations of public affairs journalism. With its detailed examination of factors influencing current journalistic
practice, The Two W's of Journalism complements and expands on the skills and techniques presented in reporting, editing, and news writing textbooks. The perspectives presented here facilitate understanding of the larger role journalism has in society. As such, the volume is an excellent supplemental text for reporting and writing courses, and for introductory courses on journalism. It will also offer valuable insights to practicing journalists. This book focuses on how the changing technology and economics of the mass media in post-industrial society will influence public communication.


This Handbook encapsulates the intellectual history of mass media ethics over the past twenty-five years. Chapters serve as a summary of existing research and thinking in the field, as well as setting agenda items for future research. Key features include: up-to-date and comprehensive coverage of media ethics, one of the hottest topics in the media community 'one-stop shopping' for historical and current research in media ethics experienced, top-tier editors, advisory board, and contributors. It will be an essential reference on media ethics theory and research for scholars, graduate students, and researchers in media, mass communication, and journalism.

Culture is a concept that has remained on the top of the agenda within the social sciences for two decades. It incites controversy and debate and always appears fresh. This book, updated throughout and with new sections on visual culture, urban culture and subcultures, argues that to understand the concept we need to locate it within traditions of thought and appreciate its political and ideological bases. The book looks at the concept of culture in the context of idealism and materialism, examining its relation to the notion of social structure and assessing its once assumed monopoly within literary study. Culture remains stimulating throughout. A standard reference text for students on sociology and cultural studies courses, this second concise and student-friendly edition offers an overview over the sociology of culture in an accessible format.

Policy analysts and policy planners should start from the premise that obstacles, uncertainties and surprises are important features of policy-making. All public policies should be treated as complex problems, from the outset. Complexity theorists start from the premise that complex policies are ill-defined and ambiguous. There is often little consensus about what the problem is, let alone how to resolve it. Into the complexity of the wicked problem fray, Marketing Public Policy introduces the role of communication scholars and practitioners whose models and practices focus on people, processes, opinions and behaviour as causes of organisational complexity. Communication practice's role is to provide ideas on how to navigate, diagnose and interpret issues with a view to persuading the public to change its behaviour or opinions. From the case studies presented in this book, we see that despite rationally excellent macro- and micro-planning of policies to win the hearts and minds of citizens, public policies still deteriorate into hurts and minefields. The case studies are drawn from China, Indonesia, India, the USA, the UK and Europe to show that policy-making is always a complex issue in any country, whatever the political structure, whether democracy or communism. These essays by 11 outstanding scholars are "a valuable and stimulating contribution to an aspect of contemporary political development—the use, neglect, or abuse of communication—which does not receive sufficient attention. Originally published in 1963. The Princeton Legacy Library uses the latest print-on-demand technology to again make available previously out-of-print books from the distinguished backlist of Princeton University Press. These editions preserve the original texts of these important books while presenting them in durable paperback and hardcover editions. The goal of the Princeton Legacy Library is to vastly increase access to the rich scholarly heritage found in the thousands of books published by Princeton University Press since its founding in 1905. "Global Information and World Communication offers a comprehensive analysis of international communication systems and the global flow of information. In a full examination of the 'information revolution', Hamid Mowlana deals with this phenomenon in mass communications, telecommunications and new media, and in varying contexts: political, economic, cultural, technological, military, legal and professional." "Global Information and World Communication will be essential reading for students and scholars of communication, media studies, journalism, international relations, political science, sociology and international development." --Book Jacket.

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