



Media Effects and Society (Routledge Communication Series)

By Elizabeth M. Perse

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Media Effects and Society provides an in-depth look at media effects and offers a theoretical foundation for understanding mass media's impact on individuals and society. Working from the assumption that media effects are common and are underestimated, author Elizabeth M. Perse identifies dominant areas of media effects and provides a synthesis of those areas of research. She focuses on the theoretical explanations for media effects, offering explanations of how media effects occur so readers can understand how to mitigate harmful effects and enhance positive ones.

This text provides comprehensive coverage of the range of media effects, including news diffusion, learning from the mass media, socialization of children and adolescents, influences on public opinion and voting, and violent and sexually explicit media content. It also presents a variety of theoretical approaches to understanding media effects, including psychological and content-based theories. In addition, it demonstrates how theories can guide future research into the effects of newer mass communication technologies.

Written for those who study and conduct research in media effects, *Media Effects and Society* presents a thorough and accessible discussion of media effects theory. As such, it is appropriate for advanced courses on media effects, media theory, and media and society.

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