Journalism and Mass Communication

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Introduction to Journalism and Mass Communication (Peyton Paxson 2018-05-17) Mass Communications and Media Studies: An Introduction, 2nd edition is a comprehensive and definitive introduction to the field of mass communications and media studies. The authors, James W. McChesney and Andrew I. Schlesinger, provide a clear and accessible overview of the key concepts, theories, and issues in the field, with a focus on the role of the media in shaping society and politics. The book covers a wide range of topics, including the history of the media, the economics of media production and distribution, the role of media in shaping public opinion, and the impact of media on social and political change. It also discusses the challenges facing media in the digital age, including issues such as media convergence, media convergence, media ownership, and media regulation.

Global Mediated History: Media and the Rise of Nationalism and Xenophobia (Francisco L. Durán 2019-06-20) This book offers a critical analysis of how media has played a role in the rise of nationalism and xenophobia, focusing on the period from the late 19th century to the present day. The author, a well-known media scholar, provides a detailed examination of how media have been used to promote nationalist and anti-immigrant sentiments, and the ways in which these narratives have been amplified and disseminated through various media channels. The book is divided into two main parts: the first part covers the historical context and development of nationalism and xenophobia, while the second part focuses on the contemporary role of media in promoting these ideologies.

When the Mind Moves: The Psychology of Persuasion (Bob Franklin 2001-06-05) This book offers a comprehensive overview of the psychological and social factors that influence persuasion, with a focus on the role of media in shaping public opinion. The author, a well-known media scholar, provides a detailed examination of the principles of persuasion, including the role of emotions, social norms, and cognitive factors in shaping attitudes and beliefs. The book is divided into two main parts: the first part covers the psychological foundations of persuasion, while the second part focuses on the role of media in shaping public opinion.

The Real Truth About Social Media: Understanding How Social Media Affects Your Mental Health (Francis Arackal Thummy 2019-04-11) This book offers a critical analysis of the role of social media in shaping public opinion, focusing on the period from the late 19th century to the present day. The author, a well-known media scholar, provides a detailed examination of how social media have been used to promote nationalist and anti-immigrant sentiments, and the ways in which these narratives have been amplified and disseminated through various media channels. The book is divided into two main parts: the first part covers the historical context and development of nationalism and xenophobia, while the second part focuses on the contemporary role of social media in promoting these ideologies.

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result of the author’s in-depth study and understanding of the media. The book deals with a general introduction to Communication Theory, Advertising, Mass Communication in India, Fifth Edition

School provides a valuable and comprehensive record of one of LSU's most distinguished units. Professional mission, raising the School's stature and visibility nationally, and incorporating state-of-the-art technology in classrooms and labs. The Manship School’s emergence as an independent college at LSU and Dean John Maxwell Hamilton’s role in re-orienting the School’s intellectual and professional mission, raising the School’s stature and visibility nationally, and incorporating state-of-the-art technology in classrooms and labs. The Manship School’s computer labs to publish an online edition of the paper within hours of their arrival and a print edition just five days after the storm. WWL-TV reporters set up shop in the School’s television facility and were on the air a few hours later, telling Katrina’s story. What happened at the Manship School during that September week affirmed the ascendancy of this illustrious program. From a single journalism course offered during the 1912–1913 session, the LSU Manship School of Mass Communication has a long, rich tradition of excellence. In The Manship School, Ronald Garay, a longtime faculty member and former associate dean, traces not only the story of the Manship School but its role in the evolution of media-education in general. Hugh Morton Hills, a professor in the English department at LSU in the early 1900s, created the first LSU journalism courses and curriculum with the support of New Orleans publisher and editor William Jackson Blain. Although Blain’s involvement with LSU journalism department is less visible, his success in gaining national recognition for what soon would become the LSU School of Journalism and later the Manship School of Mass Communication, guides the story of the School’s intellectual and functional evolution.

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