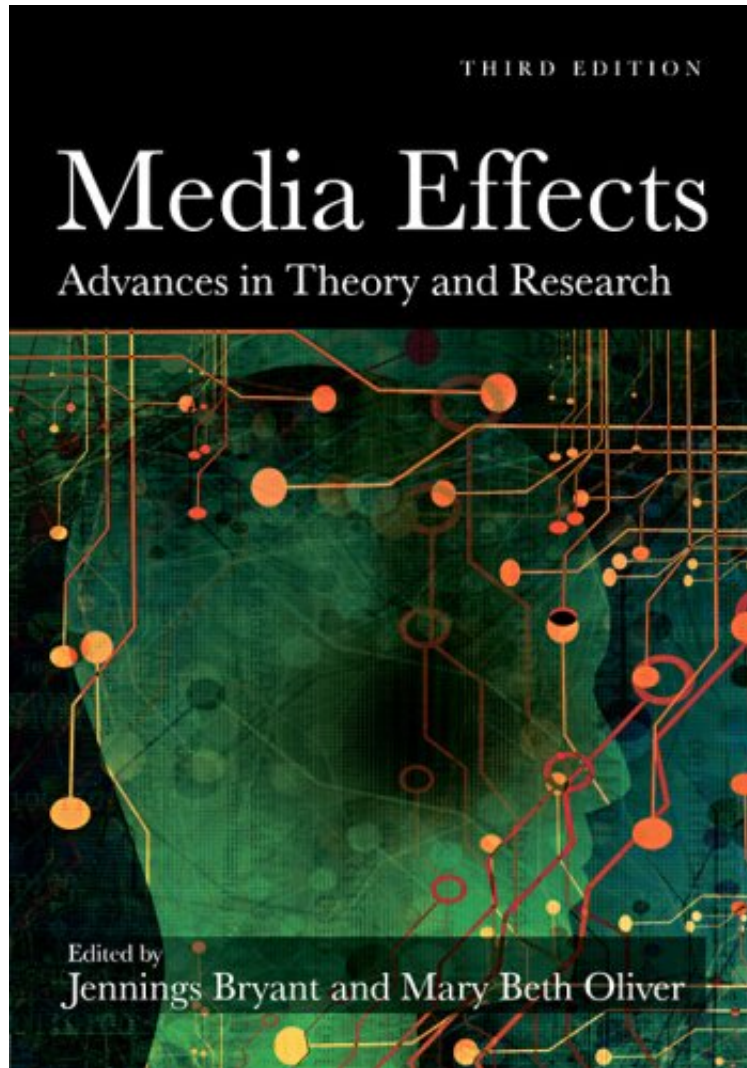


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Media Effects: Advances in Theory and Research (Routledge Communication Series)

Von Mary Beth Oliver

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Kurzbeschreibung With contributions from some of the finest scholars in the discipline, *Media Effects* serves not only as a comprehensive reference volume for media effects study but also as an exceptional textbook for advanced courses in media effects. Covering the breadth of the media effects arena, this third edition provides updated material as well as new chapters focusing on effects of mobile media and other technologies. As this area of study continues to evolve, *Media Effects* will serve as a benchmark of theory and research for current and future generations of scholars.

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ber den Autor und weitere Mitwirkende Jennings Bryant is CIS Distinguished Research Professor, holder of the Reagan Endowed Chair of Broadcasting, and Associate Dean for Graduate Studies and Research at the University of Alabama. He received the university's Blackmon-Moody Outstanding Professor Award for 2000 and was President of the International Communication Association in 2002-2003. In 2006 he received a Distinguished Scholar Award from the Broadcast Education Association and was elected a Fellow of the International Communication Association. Mary Beth Oliver is a Professor in the department of Film/Video Media Studies at Penn State University. She served as associated editor for the *Journal of Communication and Communication Theory*, and is currently serving as co-editor of *Media Psychology*. She was the recipient of the Alumni Teaching Award at Virginia Tech, and was awarded a Fulbright to conduct research in New Zealand in 2006.