

Brief Contents

Preface	xv
PART I: ORGANIZING THINKING ABOUT MEDIA EFFECTS	1
Chapter 1 Why Study Media Effects?	3
Chapter 2 Defining Key Ideas	15
Chapter 3 What Is a Media Effect?	33
Chapter 4 Media Influence	51
Chapter 5 Media Theories	65
PART II: TYPES OF MASS MEDIA EFFECTS ON INDIVIDUALS	85
Chapter 6 Physiological Effects	87
Chapter 7 Cognitive Effects	107
Chapter 8 Belief Effects	139
Chapter 9 Attitude Effects	167
Chapter 10 Affective Effects	191
Chapter 11 Behavioral Effects	215
PART III: TYPES OF MACRO-LEVEL MEDIA EFFECTS	237
Chapter 12 Macro-Level Effects on the Public	239
Chapter 13 Macro-Level Effects on Institutions	255
Chapter 14 Macro-Level Effects on Society, Culture, and Mass Media	279

PART IV: THE BIG PICTURE	297
Chapter 15 Cautions	299
Chapter 16 Springboard	315
References	327
Index	365
About the Author	377