



Public Communication and Behavior: Volume 1: v. 1

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Public Communication and Behavior, Volume I is devoted to the study of communicatory behavior that has a public or social character. The book discusses an evaluation of the models used to evaluate television series; a synthesis of 1043 effects of television on social behavior; and TV news, priming, and public evaluations of the president. The text also describes the myth of massive media impact: savagings and salvaging, and a technique for assessing the impact of mass media violence on real-world aggressive behavior. Psychologists, sociologists, educators, journalists, and people involved in the study of child development will find the book invaluable.

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