Contents

	PREFACE	vii
1	NEWS INFLUENCE ON OUR PICTURES OF THE WORLD Maxwell McCombs	1
2	GROWING UP WITH TELEVISION: THE CULTIVATION PERSPECTIVE George Gerbner, Larry Gross, Michael Morgan, and Nancy Signorielli	17
3	A PRIMING EFFECT ANALYSIS OF MEDIA INFLUENCES: AN UPDATE Eunkyung Jo and Leonard Berkowitz	43
4	SOCIAL COGNITIVE THEORY OF MASS COMMUNICATION Albert Bandura	61
5	MASS MEDIA ATTITUDE CHANGE: IMPLICATIONS OF THE ELABORATION LIKELIHOOD MODEL OF PERSUASION Richard E. Petty and Joseph R. Priester	91
6	THE EXPANDING BOUNDARIES OF POLITICAL COMMUNICATION EFFECTS Jack M. McLeod, Gerald M. Kosicki, and Douglas M. McLeod	123
7	THE QUESTION OF MEDIA VIOLENCE Barrie Gunter	163
3	FRIGHT REACTIONS TO MASS MEDIA Joanne Cantor	213

9	THE IMPACT OF SEXUALLY EXPLICIT MEDIA Richard Jackson Harris	247
10	MINORITIES AND THE MASS MEDIA: 1970s TO 1990s Bradley S. Greenberg and Jeffrey E. Brand	273
11	MEDIA EFFECTS ON ADVERTISING David W. Stewart and Scott Ward	315
12	PRINCIPLES OF SUCCESSFUL PUBLIC COMMUNICATION CAMPAIGNS Ronald E. Rice and Charles Atkin	365
13	EFFECTS OF MEDIA ON PERSONAL AND PUBLIC HEALTH Jane D. Brown and Kim Walsh-Childers	389
14	MEDIA USES AND EFFECTS: A USES-AND-GRATIFICATIONS PERSPECTIVE Alan M. Rubin	417
15	ENTERTAINMENT AS MEDIA EFFECT Dolf Zillmann and Jennings Bryant	437
16	SOCIAL ASPECTS OF NEW MEDIA TECHNOLOGIES Frederick Williams, Sharon Strover, and August E. Grant	463
	AUTHOR INDEX	483
	SUBJECT INDEX	501