

Contents

Acknowledgments	8
Preface	9
1. Cultivation Analysis: Conceptualization and Methodology	13
MICHAEL MORGAN and NANCY SIGNORIELLI	
2. Divergent Psychological Processes in Constructing Social Reality from Mass Media Content	35
ROBERT P. HAWKINS and SUZANNE PINGREE	
3. Cultivation and Involvement with Local Television News	51
ELIZABETH M. PERSE	
4. Patterns of Viewing and VCR Use: Implications for Cultivation Analysis	71
JULIA R. DOBROW	
5. Television's Mean and Dangerous World: A Continuation of the Cultural Indicators Perspective	85
NANCY SIGNORIELLI	
6. Pornography and the Construction of Gender	107
ELIZABETH HALL PRESTON	

7.	Television, Religion, and Religious Television: Purposes and Cross Purposes	123
	STEWART M. HOOVER	
8.	Mennonites and Television: Applications of Cultivation Analysis to a Religious Subculture	141
	DIANE ZIMMERMAN UMBLE	
9.	The Role of Cultural Diversity in Cultivation Research	157
	RON TAMBORINI and JEONGHWA CHOI	
10.	Cultivated Viewers and Readers: A Life-Style Perspective	181
	BO REIMER and KARL ERIK ROSENGREN	
11.	Does Television Cultivate the British? Late 80s Evidence	207
	J. MALLORY WOBER	
12.	International Cultivation Analysis	225
	MICHAEL MORGAN	
	Epilogue: Advancing on the Path of Righteousness (Maybe)	249
	GEORGE GERBNER	
	About the Editors	263
	About the Contributors	265