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Nota di contenuto	Cover; Brief Contents; Detailed Contents; Preface; Part I - Introduction; Chapter 1 - Why Do We Need a General Framework?; Chapter 2 - Introduction to the General Framework; Part II - Explaining the Media Organizations Facet; Chapter 3 - Mass Media Organizations Line of Thinking; Chapter 4 - Business Strategies; Chapter 5 - Marketing Strategies; Chapter 6 - Employment Strategies; Part III - Explaining the Media Audiences Facet; Chapter 7 - Media Audience Line of Thinking; Chapter 8 - Audience Cognitive Algorithms; Chapter 9 - Audience: Filtering Media Messages Chapter 10 - Audience: Meaning Matching Chapter 11 - Audience: Meaning Construction; Part IV - Explaining the Media Messages Facet; Chapter 12 - Media Message Line of Thinking; Chapter 13 - Message Formulas and Conventions-General; Chapter 14 - Message Formulas and Conventions by Genre; Chapter 15 - Critique of Media Message Scholarship; Part V - Explaining the Media Effects Facet; Chapter 16 - Media Effects Line of Thinking; Chapter 17 - Conceptualizing Media Influence and Media Effects; Chapter 18 - Designing Media Effects Studies; Part VI - Conclusion

Sommario/riassunto

In this work, media scholar and author W. James Potter challenges media scholars and students to change the way they think about the media. He provides structure to mass media scholarship that is focused on the most useful ideas in the phenomenon of the mass media, not lines of research.
