

1. Record Nr.	UNINA9910954467703321
Autore	Shah Hemant <1957->
Titolo	The production of modernization : Daniel Lerner, mass media, and the passing of traditional society / / Hemant Shah
Pubbl/distr/stampa	Philadelphia, : Temple University Press, c2011
ISBN	9781439906262 1439906262
Edizione	[1st ed.]
Descrizione fisica	1 online resource (227 p.)
Classificazione	AP 14000 MS 1170 MS 7850
Disciplina	303.48/33
Soggetti	Mass media and culture Political sociology Politics and culture
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction: the rise of modernization theory -- Lerner at the psychological warfare division: propaganda and the effectiveness of mass media -- Lerner at Stanford: tools of the social science trade -- Lerner at Columbia: the voice of America's Turkey studies -- Lerner at MIT: the key elements of passing of traditional society -- After passing of traditional society: the persistence and meaning of "Lerner".
Sommario/riassunto	Daniel Lerner's 1958 book <i>The Passing of Traditional Society</i> was central in shaping Cold War-era ideas about the use of mass media and culture to promote social and economic progress in postcolonial nations. Based on a study of the effectiveness of propaganda in the Middle East, Lerner's book claimed that exposure to American media messages could motivate "traditional" people in the postcolonial nations to become "modern" by cultivating empathy for American ideas, goods, and ways of life. <i>The Production of Modernization</i> examines Lerner's writings to construct the i