

1. Record Nr.	UNINA9910956868903321
Titolo	Television and social behavior : beyond violence and children : a report of the committee on television and social behavior social science research council // edited by Stephen B. Withey and Ronald P. Abeles
Pubbl/distr/stampa	London ; ; New York : , : Routledge , , 2013
ISBN	1-138-98856-1 0-203-76312-2 1-135-01877-4 1-135-01879-0
Edizione	[1st ed.]
Descrizione fisica	1 online resource (371 p.)
Collana	Routledge Library Editions: Television ; ; Volume 16
Altri autori (Persone)	AbelesRonald P. <1944-> WitheyStephen B <1918-1989.> (Stephen Bassett)
Disciplina	302.2345
Soggetti	Television broadcasting - Social aspects Television - Psychological aspects Violence on television
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"First published in 1980"--T.p. verso.
Nota di bibliografia	Includes bibliographical references and indexes.
Nota di contenuto	Cover; Television and Social Behavior; Title Page; Copyright Page; Original Title Page ; Original Copyright Page ; Table of Contents; Preface; 1. Beyond Violence and Children; Entertainment and Television; Televised Portrayal of Ethnicity; Television as an Industry; Children; Conceptual and Methodological Problems; 2. An Ecological, Cultural, and Scripting View of Television and Social Behavior; An Ecological View; Cultural Approaches; Script Models; 3 On the Nature of Mass Media Effects; Types of Mass Media Effects; Complexity of Evidence Required; Complexity of Media Stimuli Varying Strategies of InferencePeculiar History and Current Structure of the Field; Media Effects Research and Public Policy; 4 The Audience for Television-and in Television Research ; Introduction; The Audience-and Audience Research; Viewer Involvement: Research and Policy Implications; The Suppliers of Television and the Audience; The Larger Society and the Television Audience; The Television Researchers and the Audience; 5 An Organizational Perspective on Television (Aided and

Abetted by Models from Economics, Marketing, and the Humanities)
Economic and Organizational Aspects of the Television
IndustryTelevision Viewing: A New Typology; Television as a Consumer
Good; Market Research Findings and Issues for Social Scientists; Social
Science Research on Television and Mass Communication; 6 After the
Surgeon General's Report: Another Look Backward; The Terms of
Debate; Premises and Parties in the Debate; Television Content and
Television Research; Television and Film; "Measuring" Violence;
Questioning the Evidence; Network-Sponsored Research; The Public
Relations of TV Violence; Does He Who Pays the Piper Call the Tune?
From Violence to Sex, or WorseTwo Concluding Notes; 7 Social
Influence and Television; The Annan Committee; A Conceptual Model of
the Interdependence of Broadcasting and Society; Social Science and
Television; Needed Research; 8 The Influence of Television on Personal
Decision-Making; Potential Power of Television; Availability of Images
and Personal Scripts; Cumulative Effects of Exposure to Recurrent
Themes; Acquisition of Personal Scripts; Effects of Content Themes
Bearing on Decision-Making Procedures; 9 When I Was a Child I
Thought as a Child; What, Really, Are Those Things in the Box?
How Come Those Programs Are There?What's the Story About Anyway?;
What Does It Mean That Things Are So Much the Same on Television?;
What Do the Pictures Mean?; What Do I Think About How People
Behave?; The End?; 10 Television and Afro-Americans: Past Legacy and
Present Portrayals; Television as a Medium and a Mediator in Society;
Psychosocial Legacy from the Past; Television and Its Portrayals of
Blacks; Implications for Research; Conclusions: Shall the Legacy
Survive?; 11 Social Trace Contaminants: Subtle Indicator of Racism in
TV; How a Black Watches Television; Advertising Behavior
Conclusions

Sommario/riassunto

This book, published originally in 1980, addressed the needs for a profile of televised violence which considered the advantages and disadvantages of various measures and for a furthering of research directions beyond the then-popular emphasis on children. The Committee on Television and Social Behavior was formed in 1972 and stimulated new research in order to provide a multidimensional profile of the social effects of television programming. Chapters here look at the effect of television on adults as well as children, particularly special audiences such as the elderly and minority groups. An
