

1. Record Nr.	UNINA9910974549503321
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Titolo	The psychology of media and politics / / George Comstock, Erica Scharrer
Pubbl/distr/stampa	Burlington, MA, : Elsevier Academic Press, c2005
ISBN	1-280-62857-X 9786610628575 0-08-045425-9
Edizione	[1st ed.]
Descrizione fisica	1 online resource (329 p.)
Altri autori (Persone)	ScharrerErica
Disciplina	320/.01/4
Soggetti	Communication in politics Mass media - Political aspects Political psychology
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	Front cover; Title page; Copyright page; front matter; PREFACE; ACKNOWLEDGEMENTS; Table of contents; First chapter; I: Early Knowledge; 1. Conventional Wisdom; I. THE THIRD PERSON; II. CONFORMITY; III. PERSONAL EXPERIENCE; IV. THREE PROPOSITIONS; 2. Necessary Corrections; I. AMBIGUITIES; II. MISAPPLICATION; III. RETHINKING THE PERSONAL; IV. OUR INTENTIONS; II: Press and Public; 3. The New Media; I. THREE FACTORS; III. CONTEMPORARY MEDIA; 4. The Goods; I. UNDER THE MAGNIFYING GLASS; II. ON THE SHELVES; III. NARRATIVE AND NORMALIZATION; 5. Heterogeneous Faces; I. OUR MODEL; II. DROPOUTS III. PARTICIPANTSIV. ELECTORAL CYCLE; V. NONVOTING; VI. SEARCHING FOR INFORMATION; VII. INTEREST AND MOTIVE; III: The Collective Self; 6. Using the Media; I. TOPICS, ISSUES, EVENTS, AND PEOPLE; II. ANONYMOUS OTHERS; III. WHAT OTHERS THINK; IV. EXPERIENCES OF OTHERS; V. EMOTIONS AND SURVEILLANCE; VI. PRIMACY OF THE MEDIA; 7. Beyond Politics; I. SOCIAL INFLUENCE; II. CONSUMER BEHAVIOR; III. SOCIALIZATION; back matter; REFERENCES; EPILOGUE; indices; AUTHOR INDEX; SUBJECT INDEX
Sommario/riassunto	Research indicates that people discount their own opinions and

experiences in favor of those of ""experts"" as espoused in the media. The framing of news coverage thus has a profound impact on public opinion, and political decision making as a response to public outcry. However, the choice of how to frame the news is typically made to solicit viewership and high ratings rather than to convey accurate and meaningful information. This book discusses why people discount their own opinions, how the media shapes the news, when this drives political decision making, and what the effect is on the fut
