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Why Do We Need It?; Chapter 2 Theoretical Issues in Media Research; Chapter 3 Research Methods in Media Psychology; Part II: PSYCHOLOGICAL EFFECTS AND INFLUENCES OF MEDIA; Chapter 4 The Effects of Media Violence; Chapter 5 Prosocial Effects of Media; Chapter 6 Pornography and Erotica; Chapter 7 Advertising; Part III: DEVELOPMENTAL ISSUES IN MEDIA PSYCHOLOGY; Chapter 8 Young Children and Television; Chapter 9 Media and Adolescence  
Part IV: THE SOCIAL PSYCHOLOGY OF THE MEDIA Chapter 10 Representations of Social Groups; Chapter 11 The Psychology of the Media Audience; Part V: GENRES; Chapter 12 News and Current Affairs; Chapter 13 Sport; Chapter 14 Audience Participation and Reality TV; Chapter 15 Soaps; Part VI: THE FUTURE OF MEDIA PSYCHOLOGY; Chapter 16 The Internet; Chapter 17 Psychology in the Media; References; Author Index; Subject Index

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Sommario/riassunto

Media Psychology examines the impact that 21st century media use has on human behavior, from teenage crushes on pop stars to soap fandom in adulthood. It brings together North American communication research with European media research in a variety of disciplines-- psychology, sociology, communication and media studies--and in doing so, maps out the territory for media psychology. David Giles argues that psychologists have been guilty of ignoring the influence of the media over the last century, seeing it at best as a minor nuisance that will eventually go away. However, with the increa

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