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The SAGE International Encyclopedia of Mass Media and Society - Debra L. Merskin 2019-11-12
The reference will discuss mass media around the world in their varied forms—newspapers, magazines, radio, television, film, books, music, websites, and social media—and will describe the role of each in both mirroring and shaping society.

Essentials of Mass Communication Theory - Arthur Asa Berger 1995-07-05
'Solid and elegantly written introduction to its subject, up to speed with the current movements in the field, this is an excellent textbook for first-year students. The layout is well-conceived, and interspersed with Berger's own whimsical cartoons' - Sight and Sound
HIT or Miss for the Student -

Jonathan Leviss 2019-05-31 HIT or Miss for Student: Lessons Learned from Health Information Technology Projects presents and dissects a wide variety of HIT failures so that the students can understand in each case what went wrong and why and how to avoid such problems, without focusing on the involvement of specific people, organizations, or vendors. The lessons may be applied to future and existing projects, or used to understand why a previous project failed. The student also learns how common causes of failure affect different kinds of HIT projects and with different results. Cases are organized by the type of focus (hospital care, ambulatory care, and community). Each case provides analysis by an author who was involved in the project plus the insight of an HIT expert. This book presents a model to discuss HIT failures in a safe and protected manner, providing an opportunity to focus on the lessons offered by a failed initiative as opposed to worrying about potential retribution for exposing a project as having failed. Access expert insight into key obstacles that must be overcome to leverage IT and transform healthcare. Each de-identified case study includes an analysis by a group of industry experts along with a counter analysis. Cases include a list of key words and are categorized by project (e.g. CPOE, business intelligence). Each chapter or case contains test questions and study suggestions for the student. Answers are provided as an appendix to the book. Whether you're a graduate student in a health administration or health IT program or attending training sessions sponsored by their healthcare organization, this valuable resource for all who want to understand the dynamics of HIT projects and why some fail and others succeed.

Quantitative Research Methods in Communication - Erica Scharrer 2021-05-13 This textbook is an advanced introduction to quantitative

methods for students in communication and allied social science disciplines that focuses on why and how to conduct research that contributes to social justice. Today's researchers are inspired by the potential for scholarship to make a difference for society, to push toward more just and equitable ends, and to engage in dialogue with members of the public so that they can make decisions about how to navigate the social, cultural, and political world equipped with accurate, fair, and up-to-date knowledge. This book illustrates the mechanics and the meaning behind quantitative research methods by illustrating each step in the research design process with research addressing questions of social justice. It provides practical guidance for researchers who wish to engage in the transformation of structures, practices, and understandings in society through community and civic engagement and policy formation. It contains step-by-step guidance in quantitative methods—from conceptualization through all the stages of execution of a study, including providing a detailed guide for statistical analysis—and demonstrates how researchers can engage with social justice issues in systematic, rigorous, ethical, and meaningful ways. This text serves as a core or supplementary textbook for graduate and advanced undergraduate courses in research methods for communication and social sciences and fills a gap for a methods text that is responsive to the desire of scholars to conduct socially impactful research.

Designing and Implementing Health Care Provider Payment Systems - Jack Langenbrunner 2009-01-01
Strategic purchasing of health services involves a continuous search for the best ways to maximize health system performance by deciding which interventions should be purchased, from whom these should be purchased, and how

to pay for them. In such an arrangement, the passive cashier is replaced by an intelligent purchaser that can focus scarce resources on existing and emerging priorities rather than continuing entrenched historical spending patterns.Having experimented with different ways of paying providers of health care services, countries increasingly want to know not only what to do when paying providers, but also how to do it, particularly how to design, manage, and implement the transition from current to reformed systems. 'Designing and Implementing Health Care Provider Payment Systems: How-To Manuals' addresses this need.The book has chapters on three of the most effective provider payment systems: primary care per capita (capitation) payment, case-based hospital payment, and hospital global budgets. It also includes a primer on a second policy lever used by purchasers, namely, contracting. This primer can be especially useful with one provider payment method: hospital global budgets. The volume's final chapter provides an outline for designing, launching, and running a health management information system, as well as the necessary infrastructure for strategic purchasing.

A Dictionary of Media and Communication - Daniel Chandler 2020-02-21 This authoritative and up-to-date A-Z covers all aspects of interpersonal, mass, and networked communication, including digital and mobile media, advertising, journalism, and nonverbal communication. This new edition is particularly focused on expanding coverage of social media terms, to reflect its increasing prominence to media and communication studies as a whole. More than 2,000 entries have been revised, and over 500 new terms have been added to reflect current theoretical terminology, including concepts such as artificial intelligence, cisgender, fake news, hive mind, use theory, and wikiality. The dictionary

also bridges the gap between theory and practice, and contains many technical terms that are relevant to the communication industry, including dialogue editing, news aggregator, and primary colour correction. The text is complemented by biographical notes and extensively cross-referenced, while web links supplement the entries. It is an indispensable guide for undergraduate students of media and communication studies, and also for those taking related subjects such as television studies, video production, communication design, visual communication, marketing communications, semiotics, and cultural studies. Encyclopedia of Communication Theory - Stephen W. Littlejohn 2009-08-18 With more than 300 entries, these two volumes provide a one-stop source for a comprehensive overview of communication theory, offering current descriptions of theories as well as the background issues and concepts that comprise these theories. This is the first resource to summarize, in one place, the diversity of theory in the communication field. Key Themes Applications and Contexts Critical Orientations Cultural Orientations Cybernetic and Systems Orientations Feminist Orientations Group and Organizational Concepts Information, Media, and Communication Technology International and Global Concepts Interpersonal Concepts Non-Western Orientations Paradigms, Traditions, and Schools Philosophical Orientations Psycho-Cognitive Orientations Rhetorical Orientations Semiotic, Linguistic, and Discursive Orientations Social/Interactional Orientations Theory, Metatheory, Methodology, and Inquiry

Mass Communication Theories - Melvin L. DeFleur 2016-01-08 Mass Communication Theories: Explaining Origins, Processes, and Effects explores mass

communication theories within the social and cultural context that influenced their origins. An intimate examination of the lives and times of prominent mass communication theorists both past and present bring the subject to life for the reader. **Anatomy of an Epidemic** - Robert Whitaker 2011-08-02 Updated with bonus material, including a new foreword and afterword with new research, this New York Times bestseller is essential reading for a time when mental health is constantly in the news. In this astonishing and startling book, award-winning science and history writer Robert Whitaker investigates a medical mystery: Why has the number of disabled mentally ill in the United States tripled over the past two decades? Interwoven with Whitaker's groundbreaking analysis of the merits of psychiatric medications are the personal stories of children and adults swept up in this epidemic. As Anatomy of an Epidemic reveals, other societies have begun to alter their use of psychiatric medications and are now reporting much improved outcomes . . . so why can't such change happen here in the United States? Why have the results from these long-term studies—all of which point to the same startling conclusion—been kept from the public? Our nation has been hit by an epidemic of disabling mental illness, and yet, as Anatomy of an Epidemic reveals, the medical blueprints for curbing that epidemic have already been drawn up. Praise for Anatomy of an Epidemic "The timing of Robert Whitaker's Anatomy of an Epidemic, a comprehensive and highly readable history of psychiatry in the United States, couldn't be better."—Salon "Anatomy of an Epidemic offers some answers, charting controversial ground with mystery-novel pacing."—TIME "Lucid, pointed and important, Anatomy of an Epidemic should be required reading for anyone considering extended use of psychiatric medicine. Whitaker is at the height of his powers." —Greg Critser, author of

Generation Rx

Library: An Unquiet History
- Matthew Battles 2011-02-07
"Splendidly articulate, informative and provoking....A book to be savored and gone back to."—Baltimore Sun On the survival and destruction of knowledge, from Alexandria to the Internet. Through the ages, libraries have not only accumulated and preserved but also shaped, inspired, and obliterated knowledge. Matthew Battles, a rare books librarian and a gifted narrator, takes us on a spirited foray from Boston to Baghdad, from classical scriptoria to medieval monasteries, from the Vatican to the British Library, from socialist reading rooms and rural home libraries to the Information Age. He explores how libraries are built and how they are destroyed, from the decay of the great Alexandrian library to scroll burnings in ancient China to the destruction of Aztec books by the Spanish—and in our own time, the burning of libraries in Europe and Bosnia. Encyclopedic in its breadth and novelistic in its telling, this volume will occupy a treasured place on the bookshelf next to Baker's Double Fold, Basbanes's A Gentle Madness, Manguel's A History of Reading, and Winchester's The Professor and the Madman.

Microbe Hunters - Paul De Kruif 1926
Paul de Kruif's Microbe Hunters is a timeless dramatization of the scientists, bacteriologists, doctors, and medical technicians who discovered microbes and invented the vaccines to counter them. De Kruif reveals the now seemingly simple but really fundamental discoveries of science - for instance, how a microbe was first viewed in a clear drop of rain water, and when, for the first time ever, Louis Pasteur discovered that a simple vaccine could save a man from the ravages of rabies by attacking the microbes that cause it.

McQuail's Mass Communication Theory - Denis McQuail 2005-05-20
This fully revised and updated edition provides a

comprehensive, non-technical introduction to the range of approaches to understanding mass communication.

Magic Bullets - Savoy 2009

Humanitarian Action and Ethics - Ayesha Ahmad 2018-06-15
From natural disaster areas to conflict zones, humanitarian workers today find themselves operating in diverse and difficult environments. While humanitarian work has always presented unique ethical challenges, such efforts are now further complicated by the impact of globalization, the escalating refugee crisis, and mounting criticisms of established humanitarian practice. Featuring contributions from humanitarian practitioners, health professionals, and social and political scientists, this book explores the question of ethics in modern humanitarian work, drawing on the lived experience of humanitarian workers themselves. Its essential case studies cover humanitarian work in countries ranging from Haiti and South Sudan to Syria and Iraq, and address issues such as gender based violence, migration, and the growing phenomenon of 'volunteer tourism'. Together, these contributions offer new perspectives on humanitarian ethics, as well as insight into how such ethical considerations might inform more effective approaches to humanitarian work.

A Practical Guide to Ethics in Public Relations - Regina Luttrell 2018-02-09
A Practical Guide to Ethics in Public Relations is designed for courses in contemporary studies of public relations and communications. This text highlights the delicate balance required to navigate the values and demands implicit to the field of public relations and those that underlie society as a whole. Students are encouraged to examine their own values and compare them to those commonly encountered in a professional setting. A Practical Guide to Ethics in Public Relations is the ideal text for students

grappling with the inevitable ethical dilemmas that arise in professional public relations.

Antimicrobial Resistance in the 21st Century - I. W. Fong 2018-11-10 This comprehensive, up-to-date volume defines the issues and offers potential solutions to the challenges of antimicrobial resistance. The chapter authors are leading international experts on antimicrobial resistance among a variety of bacteria, viruses including HIV and herpes, parasites and fungi. The chapters explore the molecular mechanisms of drug resistance, the immunology and epidemiology of resistance strains, clinical implications and implications on research and lack thereof, and prevention and future directions.

HIT or Miss, 3rd Edition - Jonathan Leviss 2019-05-31 The third edition of HIT or Miss: Lessons Learned from Health Information Technology Projects presents and dissects a wide variety of HIT failures so that the reader can understand in each case what went wrong and why and how to avoid such problems, without focusing on the involvement of specific people, organizations, or vendors. The lessons may be applied to future and existing projects, or used to understand why a previous project failed. The reader also learns how common causes of failure affect different kinds of HIT projects and with different results. Cases are organized by the type of focus (hospital care, ambulatory care, and community). Each case provides analysis by an author who was involved in the project plus the insight of an HIT expert. This book presents a model to discuss HIT failures in a safe and protected manner, providing an opportunity to focus on the lessons offered by a failed initiative as opposed to worrying about potential retribution for exposing a project as having failed. Access expert insight into key obstacles that must be overcome to leverage IT and transform healthcare. Each de-identified case study includes

an analysis by a group of industry experts along with a counter analysis. Cases include a list of key words and are categorized by project (e.g. CPOE, business intelligence). Each case study concludes with a lesson learned section.

The SAGE Glossary of the Social and Behavioral Sciences - Larry E. Sullivan 2009-08-31
Highly accessible A-Z of the major terms in the social and behavioural sciences, spanning anthropology, communication and media studies, criminal justice, economics, education, geography, human services, management, political science, psychology and sociology.

Collective Intelligence and E-Learning 2.0: Implications of Web-Based Communities and Networking - Yang, Harrison Hao 2009-08-31
"This book provides a useful reference to the latest advancements in the area of educational technology and e-learning"--Provided by publisher.

Emergency Public Health - Girish Bobby Kapur 2010-10-05

As large-scale emergencies continue to pose a threat to U.S. populations at the local, state, and national levels, the public and private sectors are demanding improved public health preparedness, response, and cooperation for such events. Emergency Public Health provides readers with important information and analysis of key public health crises threatening our local, state, and national jurisdictions. As the first text of its kind in the emerging field of emergency public health, it provides a framework for public health professionals, policy makers, first responders, and emergency healthcare providers to plan and implement effective measures to protect the public health of civilian populations during times of emergencies. Written by experts with both emergency healthcare and public health backgrounds, the case-based chapters provide valuable information on the preparedness, response, and mitigation of emergency public health topics. In addition,

Emergency Public Health contains timely information of key areas such as public health law and the interactions among government jurisdictions. Each chapter also includes online resources for the reader to pursue additional web-based resources. Important features: - Chapters written by emergency physicians with public health degrees - Case-based chapters - Web resources provided - Covers large-scale issues such as public health law, government jurisdictions, NGO's, - Chapter devoted to specific needs of children - Chapter on mental health issues in times of public health emergencies - Specific chapters on public health tools such as surveillance and rapid needs assessment - Each chapter follows a consistent structure to maintain clarity and continuity throughout the text: A. Introduction B. Historical perspectives C. Preparedness D. Response E. Case study F. On-line resources Competitive features: - Covers natural emergencies - Covers key topics in terrorism - Covers primary topics for disaster medicine Questions for instructors - What are the key topics in your course? - How do you like to prepare your students for public health emergencies? - What management principles are addressed in your course? - Do you teach special issues such as children and mental health issues during emergencies? **Understanding Audiences** - Andy Ruddock 2000-12-05 The history of audience research tells us that the relationship between the media and viewers, readers and listeners is complex and requires multiple methods of analysis. In Understanding Audiences, Andy Ruddock introduces students to the range of quantitative and qualitative methods and invites his readers to consider the merits of both. Understanding Audiences: demonstrates how - practically - to investigate media power; places audience research - from early mass communication models to cultural studies approaches - in their historical and

epistemological context; explores the relationship between theory and method; concludes with a consideration of the long-running debate on media effects; includes exercises which invite readers to engage with the practical difficulties of conducting social research.

Information Systems Evaluation Management - Van Grembergen, Wim 2001-07-01 Investments in IT are growing extensively and business managers worry about the fact that the benefits of IT investments might not be as high as expected. Information Systems Evaluation Management discusses this issue among others, through its presentation of the most current research in the field of IS evaluation.

Plugged in - Patti M. Valkenburg 2017-01-01 Cover -- Half-title -- Title -- Copyright -- Dedication -- Contents -- Preface -- 1 Youth and Media -- 2 Then and Now -- 3 Themes and Theoretical Perspectives -- 4 Infants,

Full Spectrum Dominance - Maria Ryan 2019-09-24 America's war on terror is widely defined by the Afghanistan and Iraq fronts. Yet, as this book demonstrates, both the international campaign and the new ways of fighting that grew out of it played out across multiple fronts beyond the Middle East. Maria Ryan explores how secondary fronts in the Philippines, sub-Saharan Africa, Georgia, and the Caspian Sea Basin became key test sites for developing what the Department of Defense called "full spectrum dominance": mastery across

the entire range of possible conflict, from conventional through irregular warfare. Full Spectrum Dominance is the first sustained historical examination of the secondary fronts in the war on terror. It explores whether irregular warfare has been effective in creating global stability or if new terrorist groups have emerged in response to the intervention. As the U.S. military, Department of Defense, White House, and State Department have increasingly turned to irregular capabilities and objectives, understanding the underlying causes as well as the effects of the quest for full spectrum dominance become ever more important. The development of irregular strategies has left a deeply ambiguous and concerning global legacy.

Adopting Information Systems Perspectives from Small Organizations - Özgün Imre 2017-12-08
Why do organizations adopt information systems? Is it just because of financial reasons, of concerns for efficiency? Or is it due to external pressures, such as competitor pressure, that an organization adopts an information system? And, how does the adoption take place? Is it a linear process, or is the process one of conflicts? Does a specific person govern this process, or do we have multiple parties involved? What happens if these conflicts occur among those involved? How does the organization move on and achieve a successful information system adoption? By investigating two organizations, one international academic journal and one South American manufacturing company, this thesis aims to investigate the whys and hows of information system adoption, and aims to contribute to the discourse on information system adoptions in small organizations – an often underrepresented segment in information system adoption literature. By adopting different theoretical lenses throughout the five research papers included, this body of work suggests that even when seemingly simple,

information system adoptions can become rather complex. The cases reveal that the role of information systems and issues related to information system adoptions are often not well thought-out in the early days of the organization. The actors' understandings of adoption and consequences mature and the information systems become more intertwined. Common use of stakeholder theory introduces general stakeholders and their interaction with the focal organization. The cases reveal that the adoption process involves multiple actors, even within what would initially appear as a stakeholder, and that those actors can be in conflict with each other. These conflicts often lead to negotiations, and the cases reveal that these negotiations are opportunities of learning; the actors engage with the information system and with each other, gaining new knowledge about the issues at hand. The dissertation argues that there are various social worlds in information system adoptions, and various factors – ranging from organizational structure to social norms – that often affect why and how the organization undergoes an adoption process. The multiple power relations and divergent interests of stakeholders in these adoption processes, and how information systems affect other parts of the organization, reinforce the need for a well thought-out, flexible and reflexive approach to information system adoptions.

Thinking Critically About the Kennedy Assassination - Michel Jacques Gagné 2022-03-28
Thinking Critically About the Kennedy Assassination uses the tools of critical thinking, historical research, and philosophical inquiry to debunk the many myths and conspiracy theories surrounding JFK's shocking and untimely death. As we approach the 60th anniversary of the violent public assassination of President John F. Kennedy, over half of all Americans surveyed continue to believe that he was killed by a

conspiracy involving multiple assassins. Through its reasoned and detailed analysis of the content and evolution of JFK conspiracy narratives, this book also serves as a comprehensive case study of paranoid reasoning and modern mythmaking. The book's opening chapters lay out the "official" academic consensus concerning the Kennedy assassination (better known as the "Lone Gunman Theory") and discuss the origins of popular interpretations of Kennedy's life and death, such as the nostalgic myth of "Camelot," the unsympathetic "Irish Mafia" narrative, and the many conspiracy theories critical of both. Subsequent sections scrutinize the alleged motives of leading conspiracy suspects, the ballistic, forensic, and medical evidence related to JFK's murder, and the most popular "proofs" of an enduring government cover- up. The book concludes that no clear evidence exists to suggest that JFK was the victim of a conspiracy and ends with a discussion of the causes and consequences of paranoid thinking in contemporary public discourse. This volume will appeal to students of history, politics, psychology, and cultural and media studies, and to a broader audience interested in American history, critical thinking, and conspiracy thinking.

Four Theories of the Press - Fred Siebert 1963-10-01 Presented here are four major theories behind the functioning of the world's presses: (1) the Authoritarian theory, which developed in the late Renaissance and was based on the idea that truth is the product of a few wise men; (2) the Libertarian theory, which arose from the works of men like Milton, Locke, Mill, and Jefferson and avowed that the search for truth is one of man's natural rights; (3) the Social Responsibility theory of the modern day: equal radio and television time for political candidates, the obligations of the newspaper in a one-paper town, etc.; (4) the Soviet Communist theory, an

expanded and more positive version of the old Authoritarian theory.

Propaganda & Persuasion - Garth S. Jowett 2018-08-24 Reflecting the remarkable changes in the world of propaganda due to the increasing use of social media, this updated Seventh Edition provides a systematic introduction to the increasingly complex world of propaganda. Viewing propaganda as a form of communication, the authors help readers understand information and persuasion so they can understand the characteristics of propaganda and how it works as a communication process. Providing provocative case studies and fascinating examples of the use of propaganda from ancient times up through the present day, Propaganda and Persuasionprovides an original model that helps students analyze the instances of propaganda and persuasion they encounter in everyday life. New to the Seventh Edition: New coverage of social media as a disseminator of propaganda offers readers an up-to-date perspective. The book's four case studies have been updated and strengthened to demonstrate their relevance not only to past and contemporary culture, but also to the study of propaganda campaigns. New coverage of how a propaganda case study can be structured to reveal the components of a campaignallows students to compare strengths and weaknesses across different types of campaigns and evaluate the relative success of various propaganda strategies. Updated research on persuasion and expanded coverage of collective memory as it appears in new memorials and monuments enhances the presentation. Current examples of propaganda, especially the ways it is disseminated via the Internet, deepen student understanding. New illustrations and photos add a unique visual dimension that helps readers conceptualize methods of persuasion and propaganda.

Medical Nihilism - Jacob Stegenga 2018
"Medical nihilism is the view that we should have little confidence in the effectiveness of medical interventions. This book argues that medical nihilism is a compelling view of modern medicine. If we consider the frequency of failed medical interventions, the extent of misleading evidence in medical research, the thin theoretical basis of many interventions, and the malleability of empirical methods in medicine, and if we employ our best inductive framework, then our confidence in the effectiveness of medical interventions ought to be low" --

Brown Bag Lessons - Don Alexander 2012
Brown Bag Lessons, The Magic of Bullet Writing centers on effective bullet writing and guarantees immediate improvement. Skillful writing doesn't have to be difficult. No other book approaches writing the way this book does, and no other book teaches these techniques. After reading this book, you will fully understand how to write strong bullets and "why" every word matters. In 2003 the author created a seminar to teach a fair and consistent process to evaluate recognition packages. This seminar transformed an entire organization within six months. Since then, the techniques have decisively transformed the writing, recognition, and promotions of every organization applying them. The practices in this book continue to positively impact the Air Force and sister services through professional military education. In addition, the concepts have helped transitioning service members and college students better communicate acquired capabilities and competencies on their résumés. Read on to discover the "magic" and open your eyes to a brand new way to look at writing. The US Air Force promotion system emphasizes the importance of documenting your very best accomplishments. Under this system, promotion comes from the most recent performance

reports, so Airmen must communicate the best accomplishments and not just words that fill the white space. This Magic of Bullet Writing will ensure you know how to articulate not just what you are doing but also convey your strongest competencies and capabilities so the promotion board can fully assess your readiness for promotion. Training materials that correspond to the lessons in this book are available for free download at http: //www.brownbaglessons.com. Are you ready for the magic? *The Hidden History of the JFK Assassination* - Lamar Waldron 2013-11-14 Five decades after one of America's greatest tragedies, this compelling book pierces the veil of secrecy to document the small, tightly held conspiracy that killed President John F. Kennedy. It explains why he was murdered, and how it was done in a way that forced many records to remain secret for decades. The Hidden History of the JFK Assassination draws on exclusive interviews with more than two dozen associates of John and Robert Kennedy, in addition to former FBI, Secret Service, militaryintelligence, and Congressional personnel, who provided critical first-hand information. The book also details the FBI confessions of notorious Mafia godfathers Carlos Marcello and Santo Trafficante to reveal exactly who killed JFK. Using files and information that have never been published before, Lamar Waldron fully explains for the first time how Marcello and Trafficante committed — and got away with — the crime of the twentieth century. *Fahrenheit 451* - Ray Bradbury 2003-09-23 A totalitarian regime has ordered all books to be destroyed, but one of the book burners suddenly realizes their merit. *Propaganda Technique In World War I* - Harold D. Lasswell 1971-04-15 A classic book on propaganda technique proposes a general theory of the strategy and tactics of propaganda. This

classic book on propaganda technique focuses on American, British, French, and German experience in World War I. The book sets forth a simple classification of various psychological materials used to produce certain specific results and proposes a general theory of strategy and tactics for the manipulation of these materials. In an introduction (coauthored by Jackson A. Giddens) written for this edition, Harold Lasswell notes that this study was partially an exercise in the discovery of appropriate theory. It raised the crucial questions of how to classify the content of propaganda—for instance, a distinction is made between "value demands" (war aims, war guilt, and casting the enemy as evil personified) and "expectations" (the illusion of victory)—and how to summarize the procedures employed in organizing and carrying out propaganda operations. Propaganda Technique in World War I deals primarily with problems of internal administration and lateral coordination rather than with the relationship between policymakers and propagandists. However, Jackson Giddens enumerates procedures in the book that illustrate an underlying assumption that decision makers were deeply involved in propaganda and influenced by considerations of public opinion. He takes the study of propaganda further by elaborating on the nature and meaning of the category of "war aims" and its relation to the propagandist, for this, more than any other category of content, "is the catalyst of transnational political action." Giddens's exploration of the development of a comprehensive theory of propaganda adds another dimension to Lasswell's study while confirming its value as outstanding groundwork for continuing research.
The Downfall of Mass Media Public Relations and the Rise of Social Media - Muhammet Erbay 2022-03-15
The Downfall of Mass Media Public Relations and the Rise of

Social Media
Crime Prevention - Steven P. Lab 2013-03-06
This book examines several types of crime prevention approaches and their goals, including those that are designed to prevent conditions that foster deviance, those directed toward persons or conditions with a high potential for deviance, and those for persons who have already committed crimes. This edition provides research and information on all aspects of crime prevention, including the physical environment and crime, neighborhood crime prevention, the mass media and crime prevention, crime displacement and diffusion, prediction, community policing, drugs, schools, and electronic monitoring and home confinement.
Internet Management Issues: A Global Perspective - Haynes, John D. 2001-07-01
It is tempting to think that, in the year 2001, our technology is very sophisticated and accordingly, it is very tempting to believe that present-day computer technology is "very advanced" (begging the question of to what?). The fact is that we have only just begun to develop computer technology, and the recent implementation of the Internet brings us to a special threshold in that development. Development stages require very careful and thoughtful management. What we do now in this present development stage will be profoundly important for future generations. The management of the foundation for the 'evolution' of computer technology is a very special case because it will also become intimately connected with the management of mankind itself, not only in groups or collectively but also, eventually, as a species.
Theories of Mass Communication - Melvin Lawrence DeFleur 1975

How Learning Works - Susan A. Ambrose 2010-04-16
Praise for How Learning Works "How Learning Works is the perfect title for this excellent

book. Drawing upon new research in psychology, education, and cognitive science, the authors have demystified a complex topic into clear explanations of seven powerful learning principles. Full of great ideas and practical suggestions, all based on solid research evidence, this book is essential reading for instructors at all levels who wish to improve their students' learning." —Barbara Gross Davis, assistant vice chancellor for educational development, University of California, Berkeley, and author, Tools for Teaching "This book is a must-read for every instructor, new or experienced. Although I have been teaching for almost thirty years, as I read this book I found myself resonating with many of its ideas, and I discovered new ways of thinking about teaching." —Eugenia T. Paulus, professor of chemistry, North Hennepin Community College, and 2008 U.S. Community Colleges Professor of the Year from The Carnegie Foundation for the Advancement of Teaching and the Council for Advancement and Support of Education "Thank you Carnegie Mellon for making accessible what has previously been inaccessible to those of us who are not learning scientists. Your focus on the essence of learning combined with concrete examples of the daily challenges of teaching and clear tactical strategies for faculty to consider is a welcome work. I will recommend this book to all my colleagues." —Catherine M. Casserly, senior partner, The Carnegie Foundation for the Advancement of Teaching "As you read about each of the seven basic learning principles in this book, you will find advice that is grounded in learning theory, based on research evidence, relevant to college teaching, and easy to understand. The authors have extensive knowledge and experience in applying the science of learning to college teaching, and they graciously share it with you in this organized and readable book." —From the Foreword by

Richard E. Mayer, professor of psychology, University of California, Santa Barbara; coauthor, e-Learning and the Science of Instruction; and author, Multimedia Learning
Information Technology Evaluation Methods and Management - Wim Van Grembergen 2001-01-01 The evaluation of IT and its business value are the subject of many academic and business discussions. Investments in IT are growing extensively, and business managers worry about the fact that the benefits might not be as high as expected. This phenomenon is often called the IT investment paradox or the IT Black Hole: large sums are invested in IT that seem to be swallowed by a large black hole without rendering many returns. How to measure the benefits of IT is the concern of this book titled Information Technology Evaluation Methods and Management. The different IT evaluation approaches and methods are discussed and illustrated with cases: traditional financial evaluations such as the return on investment, information economics and the recently introduced IT Balanced Scorecard. The latter approach is proposed as an ideal mechanism to support the IT/business alignment process and its related IT governance process. Among some of the topics included in this book are: software measurement; ERP project evaluation; strategic electronic commerce evaluation.

Media in the Digital Age - John Vernon Pavlik 2008 Digital technologies have fundamentally altered the nature and function of media in our society. This book critically examines digital innovations and their positive and negative implications.