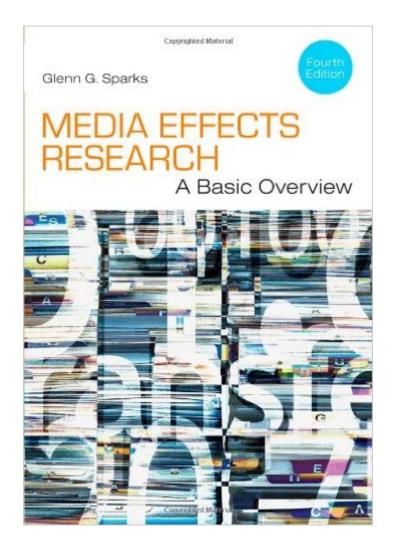
## The book was found

# Media Effects Research: A Basic Overview





### Synopsis

MEDIA EFFECTS RESEARCH, FOURTH EDITION, provides an excellent introduction for students studying mass media's effects on society. Through an engaging narrative style, the author presents fascinating research findings on media's impact and related mass media theories. Students are provided with a clear perspective of the relationship between science, methods, and practical questions about the effects of mass media.

### **Book Information**

Paperback: 336 pages Publisher: Cengage Learning; 4 edition (January 1, 2012) Language: English ISBN-10: 1111344450 ISBN-13: 978-1111344450 Product Dimensions: 9.1 x 6.3 x 0.5 inches Shipping Weight: 1 pounds Average Customer Review: 3.6 out of 5 stars Â See all reviews (7 customer reviews) Best Sellers Rank: #362,224 in Books (See Top 100 in Books) #251 in Books > Business & Money > Industries > Media & Communications #455 in Books > Textbooks > Communication & Journalism > Media Studies #556 in Books > Reference > Writing, Research & Publishing Guides > Writing > Journalism & Nonfiction

#### **Customer Reviews**

It astounds me how many words Sparks takes to describe relatively simple concepts. There are parts in this book where you really have to wonder if he was being paid by the word. The information is clear enough, but I'm constantly wanting the author to just get to the point!

I needed this book for my COMM 105 class. At first I dreaded it, but the writer uses personal experiences and makes the text very easy to read and understand. This is a really great textbook, I don't mind reading it at all.

I have a B.A. from FSU. In my junior and senior years, this would have been my least expensive new book. I have read several of Dr. Sparks' books and articles and they are all well written and informative. I recommend this book to anyone taking a Media Effects research class. Fast shipping, in excellent condition (BRAND NEW). Thank you so much, I appreciate it. The book is awesome, the author covers many mass-media communication theory's. I recommend this book for students taking an undergrad degree in communications.

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