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Media Effects | SAGE Publications Inc

Wimmer & Dominick: Media Effects - Page 3 The early 1970s saw extensive research on the social effects of the mass media.

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Just three years after the publication of the Eisenhower Commission report came the release of a multi-volume report sponsored by the Surgeon General's Scientific Advisory Committee on Television

Research in Media Effects - Roger Wimmer

You can refer to these theories as you research and consider the media's effect on culture. Widespread fear that mass-media messages could outweigh other stabilizing cultural influences, such as family and community, led to what is known as the direct effects model of media studies. This model assumed that audiences passively accepted media messages and would exhibit predictable reactions in response to those messages.

2.2 Media Effects Theories - Understanding Media and Culture

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