

Selective Exposure and the Agenda-Setting Function of the Mass Media: Emerging Research and Opportunities

Part of the Advances in Linguistics and Communication Studies Book Series

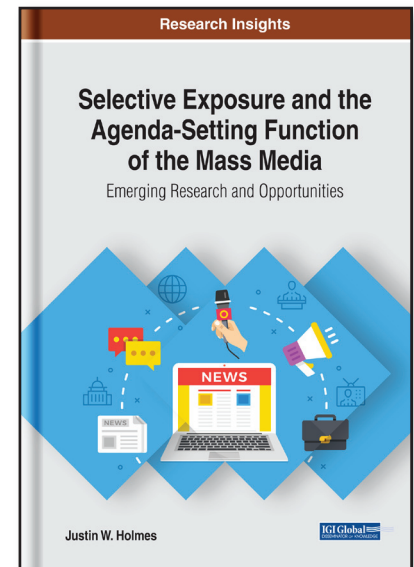
Justin W. Holmes (University of Northern Iowa, USA)

Description:

Since the 1970s, society has experienced an exponential growth of access to information from cable television to internet access. As media options expand, outlets are able to control what information is disseminated and how selective exposure impacts the public.

Selective Exposure and the Agenda-Setting Function of the Mass

Media: Emerging Research and Opportunities provides vital information on the selective nature of media consumers in the modern age of information. While focusing on the rise in the sheer amount of information available and the choice and variety among viewers that this enables, readers will learn how the fragmented nature of modern mass media impacts consumer views on trending topics. This book is an important resource for media professionals, researchers, and graduate-level students seeking current developments in media, selectiveness, and agenda in modern societies.



ISBN: 9781522555384

Release Date: June, 2018

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Pages: 140

Topics Covered:

- Content Selection
- Mass Media
- New Media Environment
- Political Communication
- Political Media
- Priming
- Selective Exposure

Hardcover: \$145.00

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