Milestones In Mass Communication Research: Media Effects

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Media effects are typically defined as social or psychological responses occurring in individuals, dyads, small groups, organizations, or communities as a result of exposure to or processing of or otherwise acting on media messages. The changes caused by media can take place on several dimensions. The effects can be intended by the message source or unintended. The consequences can include not only changes, but also preservation of the status quo. 1988. Milestones in mass communication research. White Plains, NY: Longman. E-mail Citation ». This textbook is a milestone in the teaching of media research. It focuses on thirteen key projects or research traditions, which are organized chronologically, and presents them elegantly and clearly, putting them in their context.