

# Texas State Mass Communication

Mass Communications and Media Studies  
 Trager's The Law of Journalism and Mass Communication  
 An Analysis of Faculty Attitudes and Perceptions Toward Non-traditional Undergraduate Students in Degree-granting Programs of Journalism and Mass Communication  
 Media Violence and Aggression  
 Perspectives on Mass Communication History  
 The News and Public Opinion  
 Education for Journalism, 1953  
 This is PR  
 Public Relations Sequences and Courses in U.S. Colleges and Universities, 1979  
 A Student's Guide to Mass Communication Law  
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 Women's Periodicals in the United States  
 Cengage Advantage Books: This is PR: The Realities of Public Relations  
 Media Ethics at Work  
 The Alcalde  
 Issues in Advertising, Mass Communication, and Public Relations: 2011 Edition  
 AEJMC News  
 Seeking Equity for Women in Journalism and Mass Communication Education  
 JOURNALISM AND MASS COMMUNICATION -Volume I  
 The Mass Media and Latino Politics  
 The Diffusion of a Food Product  
 Twilight of Press Freedom  
 The Future of News  
 State of the Field 1994  
 From Telenovelas to Netflix: Transnational, Transverse Television in Latin America  
 Southwestern Mass Communication Journal  
 Encyclopedia of Public Relations  
 Regional Interest Magazines of the United States  
 Tax Reform, 1969  
 Southwestern Mass Communication Journal  
 Communications Research in U.S. Universities

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## STERLING MIGUEL

Mass Communications and Media Studies ScholarlyEditions

The Latin-American population has become a major force in American politics in recent years, with expanding influences in local, state, and national elections. The candidates in the 2004 campaign wooed Latino voters by speaking Spanish to Latino audiences and courting Latino groups and PACs. Recognizing the rising influence of the Latino population in the United States, Federico Subervi-Velez has put together this edited volume, examining various aspects of the Latino and media landscape, including media coverage in English- and Spanish-language media, campaigns, and survey research.

*Trager's The Law of Journalism and Mass Communication* Routledge

This volume offers a historical, philosophical, and practical critique of public and civic journalism—a movement that gained momentum in the final decade of the 20th century. During that period, proponents of the movement have published nearly a dozen books expanding upon and

expounding the virtues of journalism, seeking to repair what is thought to be the torn social, political, and moral fabric in America. Although previous works have established a strong practical underpinning for public and civic journalism, none has examined its philosophical roots or challenged its methodology and grounding in neoliberal constructs. This volume does just that, tracing its origins in early philosophy to the current newsroom policies and practices that conflict with traditional constructs in libertarian press theory. Twilight of Press Freedom postulates that institutionalized journalism is fading away and world journalism—prompted by the people—is veering toward more order and social harmony, and away from the traditional idea of the great value of press freedom. The volume provides a critical examination of the trend toward public journalism and considers how press freedom will be impacted by this trend in coming years. Scholars and students in journalism, public opinion, and media studies will find this book insightful and invaluable.

**An Analysis of Faculty Attitudes and Perceptions Toward Non-traditional Undergraduate Students in Degree-granting Programs of Journalism and Mass Communication**  
 Southwestern Mass Communication Journal  
 Media Violence and Aggression

The Encyclopedia of Public Relations explores the evolution of the Public Relations field, with examples from history describing events, changing practices, and the key figures who developed and expanded the profession. This two-volume set is the first and most authoritative compilation of the subject and is a must-have for any library serving patrons in business, communication, and journalism. The encyclopedia explores key challenges facing the profession of public relations and its practitioners, such as earning the trust and respect of critics and the general public. These volumes go into great depth about such ethical policies and challenges. The Public Relations Society of America (PRSA) operates under a specific code of ethics—full details of which are included in an appendix.

Media Violence and Aggression Taylor & Francis

*Trager's The Law of Journalism and Mass Communication* provides a clear and engaging introduction to media law with comprehensive coverage and analysis for future journalists and media professionals. Grounded in the traditions and rules of law, along with fresh facts and examples, the authors demonstrate how the law functions in everyday life. The Eighth Edition of this bestselling text offers students a new breadth and diversity of material and brings the law to

life with cutting-edge research, the latest court and legislative rulings, and a wealth of new content. Included with this title: LMS Cartridge: Import this title's instructor resources into your school's learning management system (LMS) and save time. Don't use an LMS? You can still access all of the same online resources for this title via the password-protected Instructor Resource Site. Learn more.

*Perspectives on Mass Communication History* Springer Nature

Counters the claim that media violence leads to widespread social aggression. Dispelling this myth through a multiple-method analysis, this work argues that there are, indeed, media effects that derive from media violence, pornography, and other kinds of visual, cyberspace, and print based messages.

*The News and Public Opinion* Bloomsbury Publishing USA

This unique volume is based on the philosophy that the teaching of history should emphasize critical thinking and attempt to involve the student intellectually, rather than simply provide names, dates, and places to memorize. The book approaches history not as a cut-and-dried recitation of a collection of facts but as multifaceted discipline. In examining the various perspectives historians have provided, the author brings a vitality to the study of history that students normally do not gain. The text is comprised of 24 historiographical essays, each of which discusses the major interpretations of a significant topic in mass communication history. Students are challenged to evaluate each approach critically and to develop their own explanations. As a textbook designed specifically for use in graduate level communication history courses, it should serve as a stimulating pedagogical tool.

**Education for Journalism, 1953** SAGE

Issues in Advertising, Mass Communication, and Public Relations: 2011 Edition is a ScholarlyEditions™ eBook that delivers timely, authoritative, and comprehensive information about Advertising, Mass Communication, and Public Relations. The editors have built Issues in Advertising, Mass Communication, and Public Relations: 2011 Edition on the vast information databases of ScholarlyNews.™ You can expect the information about Advertising, Mass Communication, and Public Relations in this eBook to be deeper than what you can access anywhere else, as well as consistently reliable, authoritative, informed, and relevant. The content of Issues in Advertising, Mass Communication, and Public Relations: 2011 Edition has been produced by the world's leading scientists, engineers, analysts, research institutions, and companies. All of the content is from peer-reviewed sources, and all of it is written, assembled, and edited by the editors at ScholarlyEditions™ and available exclusively from us. You now have a source you can cite with authority, confidence, and credibility. More information is available at <http://www.ScholarlyEditions.com/>.

*This is PR* Oxford University Press

A unique learning tool for students in journalism and mass communication, *A Student's Guide to Mass Communication Law* is written for students by a top student. Amber Nieto and her professor John F. Schmitt—who also brings his experience as a lawyer and a journalist—have created an easy-to-read study guide to be used alongside any main textbook on media law or communication law. An outline format allows for quick reference and for instructors to choose material useful to their courses. Including a glossary and the text of the U.S. Constitution, this concise guide covers key areas such as free speech, freedom of the press, censorship, the student press, defamation and libel, privacy, intellectual property, fair trial issues, shield laws, freedom of information, obscenity, electronic media regulation, media ownership, and advertising. *A Student's Guide* helps students understand textbook material and serves as an ongoing refresher course on the basics of mass communication law and media law.

**Public Relations Sequences and Courses in U.S. Colleges and Universities, 1979** Cognella Academic Publishing

The last decade has witnessed a dramatic decline in the presence and influence of legacy news organizations. This decline has led to tremendous growth in news startups, which have attempted to fill the gap left by their legacy counterparts by producing the quality public service journalism upon which the health of U.S. democracy depends. If legacy news organizations, with their existing infrastructure, are failing, can these startups do any better? This question lies at the heart of *Journalism Without Profit*. Magda Konieczna explores three prominent news nonprofits: the Center for Public Integrity, one of the oldest and largest of its kind; the Wisconsin Center for Investigative Journalism, a university-based watchdog news organization that relies on others to publish its work; and MinnPost, an online news website. Through in-depth study of the practices of each

newsroom, Konieczna isolates one common behavior that will contribute to their success: the way these organizations collaborate and share stories. Though this emergent behavior differentiates news nonprofits from the mainstream journalism from which they arose, it also ties the two forms of journalism together, as news nonprofits attempt to share stories with mainstream publications. In other words, the very behavior that may enable these organizations to do better than their mainstream counterparts also limits their ability to evolve much beyond them. In one of the first major books to focus on nonprofit journalism, Konieczna investigates the major questions that will open the field up to further study. Where did nonprofit news come from, and where is it going? Who funds it, and why? Ultimately, Konieczna offers a new way to think about the seismic changes in journalism that are defining the 21st-century.

*A Student's Guide to Mass Communication Law* Bloomsbury Publishing USA

This volume concentrates on the study and efforts of women and minority men to gain respect and parity in journalism and mass communication, and focuses on trends over the past three decades. Contributions to the volume provide a history of the equity efforts and offer updates on equity in the academy and in the professions. Theoretical and international perspectives on equity are also included, as are the concerns about equity from the new generations now coming into the profession. This anthology serves as a benchmark of women's current status in journalism and mass communication and provides a call to action for the future. As such, it is required reading for all concerned with establishing equity throughout the discipline.

*The Mass Media and Latino Politics* CQ Press

In *Regional Interest Magazines of the United States*, Sam G. Riley and Gary W. Selnow focus on those magazines that direct their attention to a particular city or region and reach a fairly general readership interested in entertainment and information. This work is a follow-up to their earlier *Index to City and Regional Magazines of the United States*. Titles are arranged alphabetically to facilitate access; each entry includes a historical essay on the magazine's founding, development, editorial policies, and content. Entries also include two sections that provide data on information sources and publication history, arranged in tabular form for ready reference. In choosing the magazines to be profiled, Riley and Selnow attempted to represent not only the biggest and most successful of this genre, but also some smaller and newer titles, plus significant earlier magazines that are no longer in print. Special care was also taken to achieve an even geographical spread. To attain greater accuracy, regional writers were enlisted to do the entries on their own region. These writers provide valuable information on how the various magazines began, how conditions have caused them to change, their problems, their editors and publishers, and their content as well as colorful and little known facts of their operation. Magazines were arranged alphabetically, and two informative appendices list the profiled titles by founding date and geographic location. This volume will be a valuable resource for students of magazine publishing history.

*The Handbook of Spanish Language Media* Polity

What is the future of news? That question takes on greater urgency with each passing year, and has triggered no shortage of controversy among journalists, scholars, and the public—some warning of serious journalism's imminent demise as traditional business models collapse, others anticipating its rebirth as networked citizens participate in the news process. What remains clear is that in our media shift from analog to digital, from one-way to increasingly many-to-many forms of communication, we need to rethink much of what we know about journalism—who produces it, under what conditions, and with what kind of impact in society. Through contributions from seasoned journalists and expert academics, this book tries to synthesize the key trends, patterns, and practices that are reshaping news in the digital age. *The Future of News* outlines the promise and perils of today's media environment, which features increased opportunities for citizen engagement through social networks and cheap digital tools as well as spiraling declines in news consumption and challenging conditions for professional journalists. This book doesn't predict the future, but rather sets forth an agenda of observations and questions to guide our thinking in this new age of journalism.

Wadsworth Publishing Company

This volume introduces students to the world of public relations with a strong emphasis on the fundamentals, such as history and research, as well as the emerging issues, such as technology, ethics, and the international aspects of public relations.

**Fain College of Fine Arts** Routledge

The effect of feminism on the field of mass communication is more important now than ever. With a particular emphasis on race, culture, and ethnicity, leading scholars in the field provide

compelling analyses of the ways in which feminist theory and feminist perspectives affect mass communication.

**Introduction to Mass Communication** SAGE

The daily news plays a major role in the continuously changing mix of thoughts, feelings and behavior that defines public opinion. *The News & Public Opinion* details these effects of the news media on the sequence of outcomes that collectively shape public opinion, beginning with initial attention to the various news media and their contents and extending to the effects of this exposure on the acquisition of information, formation of attitudes and opinions and to the consequences of all these elements for participation in public life. Sometimes called the hierarchy of media effects, this sequence of outcomes describes the communication process involved in the formation of public opinion. Although the media landscape is undergoing rapid change, key elements remain the same, and *The News & Public Opinion* emphasizes these basic principles of communication established over decades of empirical social science investigations into the impact of mass communication on public opinion. The primary audience for this book is students, both advanced undergraduates and graduate students, as well as members of the general public who want to understand the role of the news media in our civic life.

**Race/Gender/Class/Media** Routledge

*Journalism and Mass Communication* is the component of *Encyclopedia of Social Sciences and Humanities* in the global *Encyclopedia of Life Support Systems (EOLSS)*, which is an integrated compendium of twenty one Encyclopedias. The Theme on Journalism and Mass Communication deals, in two volumes and cover five main topics, with a myriad of issues of great relevance to our world such as: Evolution of Journalism and Mass Communication; Evolution of Mass Communication: Mass Communication and Sustainable Futures; The Internet as a Mass Communication Medium; Management and Future of Mass Communications and Media; Communication Strategies for Sustainable Societies, which are then expanded into multiple subtopics, each as a chapter. These two volumes are aimed at the following five major target audiences: University and College Students Educators, Professional Practitioners, Research Personnel and Policy Analysts, Managers, and Decision Makers, NGOs and GOs.

*The Golden Age of Data* Bloomsbury Publishing USA

"Governor John B. Connally Jr., who served as chief executive of the State of Texas from 1963 to 1969, made extensive use of the mass communication media to further both his programs and his own political fortune. It is the purpose of this study to examine the history of Connally's use of the media, to evaluate the degree of success he achieved in the use of the media, and to present evidence of how he was able to achieve success in the use of the media. The study was done in three phases. In the first phase, microfilm files of two newspapers, the Dallas News and the Houston Chronicle, were studied in detail for the years 1962 through 1968. Clipping files of the Associated Press in Austin and the Dallas Times Herald also were studied for the years in question. Also, the New York Times Index was examined for references to Connally during these years. Such references were then checked on microfilms files of the Times. In the second phase, key members of Connally's staff for those years and key members of the capitol press corps in Austin were interviewed. As a third step, a questionnaire was mailed to 25 selected Texas editors soliciting their views on Connally's press relations."--Leaf [1].

*Women in Mass Communication* SAGE Publications

Requerimientos del sistema para el disco acompañante: Windows (OS 2000) or Mac (OS 9.x and up), 32 MB RAM, 4x CD-ROM drive. Netscape or Microsoft IE Browser (version 5.x or higher).

*Journalism Without Profit* CQ Press

A fresh approach to building integrity in all media *Media Ethics at Work: True Stories from Young Professionals* (By Lee Anne Peck and Guy S. Reel) transforms students into confident, self-reliant, and ethical decision makers, prepared to resolve moral dilemmas from day one of their first media job or internship. The highly anticipated Second Edition of this text continues to engage students with true stories of young professionals working in today's multimedia news and strategic communications organizations, helping readers create meaningful connections to real-world applications. Each story is presented as a narrative, so students can work through the ethical dilemmas as they unfold, encouraging readers to think about and ask the question: "What would I do if this happened to me?" By creating a more personalized experience for students beginning their first entry-level media jobs or internship, this book helps readers develop their own ethical standards and apply in the workplace what they have learned.

**Use of the Mass Communication Media by Governor John B. Connally, Jr** Routledge

The fifth edition of this popular textbook considers diversity in the mass media in three main settings: Audiences, Content, and Production. The book brings together 55 readings – the majority newly commissioned for this edition – by scholars representing a variety of humanities and social science disciplines. Together, these readings provide a multifaceted and intersectional look at how

race, gender, and class relate to the creation and use of media texts, as well as the media texts themselves. Designed to be flexible for use in the classroom, the book begins with a detailed introduction to key concepts and presents a contextualizing introduction to each of the three main sections. Each reading contains multiple 'It's Your Turn' activities to foster student engagement

and which can serve as the basis for assignments. The book also offers a list of resources – books, articles, films, and websites – that are of value to students and instructors. This volume is an essential introduction to interdisciplinary studies of race, gender, and class across both digital and legacy media.

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