



The Psychology of Television (Routledge Communication Series)

John Condry

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This volume addresses the content of television -- both programs and advertisements -- and the psychological effects of the content on the audience. The author not only reports new research, but explains its practical applications without jargon. Issues are discussed and described in terms of psychological mechanisms and causal routes of influence. While primarily referring to the American television industry and American governmental regulations, the psychological principles discussed are applicable to television viewers world wide.

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