CONTENTS

(1)	INTRODUCTION	
1.1 1.2	Scope and purpose The uses and misuses of models	1 2
1.3	Definitions and terms	4
1.4	Early communication models and mass communication research	6
1.5	Elaboration of the basic mathematical model	7
1.6 1.7	From communication to mass communication Developments in communication models and	8
1.8	communication research	9
1.0	Future developments	1.1
2	BASIC MODELS	
	THE AND SOCIETY OF THE PROPERTY OF THE PROPERT	
2.1	The Lasswell Formula	13
2.2	Shannon and Weaver's, Osgood and Schramm's, and Dance's models	16
2.3	Gerbner's general model of communication	23
2.4	Newcomb's ABX model, other 'balance' models and co-orientation	27
	2.4.1 The Newcomb ABX model	27
	2.4.2 Kite co-orientation model	30
	2.4.3 Theory of consonance and dissonance	33
0.5	2.4.4 A convergence model	35
2.5	Westley and MacLean's conceptual model for communication research	38
2.6	Maletzke's model of the mass communication	
	process	46
2.7	Alternatives to transmission: ritual and attention models	54
	2.7.1 A ritual model of communication	54
	2.7.2 Communication as display and attention	56

PERSONAL INFLUENCE, DIFFUSION AND SHORT-TERM EFFECTS OF MASS COMMUNICATION ON INDIVIDUALS

Stimulus–response models and their modifications Katz and Lazarsfeld's two-step flow model of mass	58
media and personal influence	62
Comstock's psychological model of television effects	02
on individual behaviour	67
Rogers and Shoemaker's model of innovation	
diffusion	73
News diffusion	78
3.5.1 The 'normal' diffusion curve	78
3.5.2 The J-curve model	79
News comprehension, processing and recall	85
3.6.1 A transmission model of news learning	86
3.6.2 Processing the news – a reception model	89
The mycelium model of public opinion and	٥٦
interpersonal communication	95
EFFECTS OF MASS COMMUNICATION ON	
CULTURE AND SOCIETY	
Cultural indicators and the cultivation process 1	00
	04
	05
4.2.2 Rogers and Dearing's model of differential	
	07
A dependency model of mass communication	0,
	11
(B. B. B	11
	13
	16
	17
내가 가장 하는 것이 없는 것이다.	18
	22
	22
Centrifugal versus centripetal effects of media in	20
society bus is in moles mane to the savingment of	29
AUDIENCE-CENTRED MODELS	
nother pue abusines non se monte and subject of	33
The uses and gratifications approach 1	33

	5.1.1 The basic formula 5.1.2 Rosengren's general model	133 134
	5.1.3 The expectancy-value approach to media	134
	gratifications 5.1.4 Cultural versus informational gratification	136
	models	138
5.2	Renckstorf's social action model	143
5.3	Audience reception and decoding	145
	5.3.1 A model of encoding and decoding	146
	5.3.2 A discourse model	148
5.4	Audience reach, choice and appreciation	151
	5.4.1 A model of differential audience reach	151
	5.4.2 Television programme choice5.4.3 Audience choice under conditions of channel	
	abundance	156
	5.4.4 Television programme appreciation	157
6	MEDIA ORGANIZATION, SELECTION AND PRODUCTION	
6.1	The media in a field of social forces	160
6.2	Gieber and Johnson's model of source-reporter	100
6.2	relationships	162
6.3 6.4	Media gatekeeping	166
6.5	McNelly's model of news flow Bass's 'Double Action' model of internal news	169
	flow	171
6.6	Galtung and Ruge's model of selective	
	gatekeeping	173
6.7	Selection and production sequence in two	
	different media	177
	6.7.1 Newsmaking	177
	6.7.2 The news production process	178
	6.7.3 The decision chain in the music industry	180
7	PLANNED COMMUNICATION	
7.1	The communication campaign	184
7.2	Dimensions of campaign objectives and effects	188
7.3	Communication effects hierarchy	190
7.4	Four models of public relations	193
75	Marketing communication	197

219 223

NEW MEDIA AND THE INFORMATION SOCIETY

International news flow

Transnational television flows

The information society: promise and problems	201
Changing balance of information traffic	205
Convergence of communication modes and	040
models of media regulation	210
Communication policy and social problems:	040
cross-system differences	213
INTERNATIONAL COMMUNICATION	
Introduction A Land Control of the Land Contro	215
International flow of information	217