



## The News and Public Opinion: Media Effects on Civic Life

By Maxwell McCombs, Lance Holbert, Spiro Kiousis, Wayne Wanta



**The News and Public Opinion: Media Effects on Civic Life** By Maxwell McCombs, Lance Holbert, Spiro Kiousis, Wayne Wanta

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.

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## **Editorial Review**

### **Review**

"A well-written book which shows that the classical triangle of news media, politics and public opinion still has a strong mutual influence."

### ***Political Studies Review***

"This book is a masterful treatment of the relationship between news and public opinion. The authors examine the changing media environment, including entertainment news and blogs. The book looks at both process and effects (outcomes). The book is an important contribution to the literature on this vitally important topic."

**William Benoit, Ohio University**

"Unquestionably, *The News and Public Opinion* would be my first choice if asked to recommend a single book about the interface between news stories and the public's political views. This brief study is amazingly comprehensive in its range of topics and depth of analysis. The clear, smooth prose makes it a joy to read."

**Doris Graber, University of Illinois at Chicago**

"This concise and readable volume by one of the founders of media agenda-setting research and his noted colleagues reviews an impressive amount of research on today's changing communication environment and its influence on public opinion, knowledge, and political participation. As such, it will be valuable and accessible to all interested in these subjects for years to come!"

**David Weaver, Indiana University-Bloomington**

### **From the Back Cover**

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### **About the Author**

**Max McCombs** is Jesse H. Jones Centennial Chair in Communication at the School of Journalism, University of Texas at Austin

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**Wayne Wanta** is Professor and Chair of the Department of Journalism, University of Florida

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Nowadays reading books be than want or need but also become a life style. This reading habit give you lot of advantages. Associate programs you got of course the knowledge the rest of the information inside the book which improve your knowledge and information. The information you get based on what kind of book you read, if you want attract knowledge just go with schooling books but if you want experience happy read one with theme for entertaining for instance comic or novel. The The News and Public Opinion: Media Effects on Civic Life is kind of book which is giving the reader unstable experience.

#### **Andre Todd:**

The reason? Because this The News and Public Opinion: Media Effects on Civic Life is an unordinary book that the inside of the reserve waiting for you to snap that but latter it will distress you with the secret it inside. Reading this book beside it was fantastic author who have write the book in such remarkable way makes the content within easier to understand, entertaining technique but still convey the meaning fully. So , it is good for you for not hesitating having this anymore or you going to regret it. This excellent book will give you a lot of rewards than the other book include such as help improving your expertise and your critical thinking technique. So , still want to postpone having that book? If I were being you I will go to the publication store hurriedly.

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