



## Television and social behavior [ beyond violence and children : a report of the Committee on Television and Social Behavior Social Science Research Council /

Withey, Stephen B. ( Stephen Bassett) ( 1918-1989.)  
Abeles, Ronald P. ( 1944-)

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Monografía

This book, published originally in 1980, addressed the needs for a profile of televised violence which considered the advantages and disadvantages of various measures and for a furthering of research directions beyond the then-popular emphasis on children. The Committee on Television and Social Behavior was formed in 1972 and stimulated new research in order to provide a multidimensional profile of the social effects of television programming. Chapters here look at the effect of television on adults as well as children, particularly special audiences such as the elderly and minority groups. An

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**Contenido:** Cover; Television and Social Behavior; Title Page; Copyright Page; Original Title Page ; Original Copyright Page ; Table of Contents; Preface; 1. Beyond Violence and Children; Entertainment and Television; Televised Portrayal of Ethnicity; Television as an Industry; Children; Conceptual and Methodological Problems; 2. An Ecological, Cultural, and Scripting View of Television and Social Behavior; An Ecological View; Cultural Approaches; Script Models; 3 On the Nature of Mass Media Effects; Types of Mass Media Effects; Complexity of Evidence Required; Complexity of Media Stimuli Varying Strategies of Inference Peculiar History and Current Structure of the Field; Media Effects Research and Public Policy; 4 The Audience for Television-and in Television Research ; Introduction; The Audience-and Audience Research; Viewer Involvement: Research and Policy Implications; The Suppliers of Television and the Audience; The Larger Society and the Television Audience; The Television Researchers and the Audience; 5 An Organizational Perspective on Television (Aided and Abetted by Models from Economics, Marketing, and the Humanities) Economic and Organizational Aspects of the Television Industry Television Viewing: A New Typology; Television as a Consumer Good; Market Research Findings and Issues for Social Scientists; Social Science Research on Television and Mass Communication; 6 After the Surgeon General's Report: Another Look Backward; The Terms of Debate; Premises and Parties in the Debate; Television Content and Television Research; Television and Film; "Measuring" Violence; Questioning the Evidence; Network-Sponsored Research; The Public Relations of TV Violence; Does He Who Pays the Piper Call the Tune? From Violence to Sex, or Worse Two Concluding Notes; 7 Social Influence and Television; The Annan Committee; A Conceptual Model of the Interdependence of Broadcasting and Society; Social Science and Television; Needed Research; 8 The Influence of Television on Personal Decision-Making; Potential Power of Television; Availability of Images and Personal Scripts; Cumulative Effects of Exposure to Recurrent Themes; Acquisition of Personal Scripts; Effects of Content Themes Bearing on Decision-Making Procedures; 9 When I Was a Child I Thought as a Child; What, Really, Are Those Things in the Box? How Come Those Programs Are There? What's the Story About Anyway?; What Does It Mean That Things Are So Much the Same on Television?; What Do the Pictures Mean?; What Do I Think About How People Behave?; The End?; 10 Television and Afro-Americans: Past Legacy and Present Portrayals; Television as a Medium and a Mediator in Society; Psychosocial Legacy from the Past; Television and Its Portrayals of Blacks; Implications for Research; Conclusions: Shall the Legacy Survive?; 11 Social Trace Contaminants: Subtle Indicator of Racism in TV; How a Black Watches Television; Advertising Behavior Conclusions

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