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Understanding Audiences
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Effective Communication and Soft Skills
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Library: An Unquiet History
The SAGE International Encyclopedia of Mass Media and Society
Full Spectrum Dominance
Mathematics and Computation
Propaganda Technique In World War I
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Encyclopedia of Communication Theory
Medical Nihilism
A Cognitive Psychology of Mass Communication
Theories of Mass Communication
McQuail's Mass Communication Theory
Collective Intelligence and E-Learning 2.0: Implications of Web-Based Communities and Networking

MAXIMILLIAN

Four Theories of the Press

Yale University Press
Mass Communication
Theories: Explaining
Origins, Processes, and
Effects explores mass
communication theories
within the social and
cultural context that
influenced their origins.
An intimate examination
of the lives and times of
prominent mass
communication theorists
both past and present
bring the subject to life for
the reader.

Microbe Hunters IGI

Global

Five decades after one of
America's greatest
tragedies, this compelling
book pierces the veil of
secrecy to document the
small, tightly held
conspiracy that killed
President John F.
Kennedy. It explains why
he was murdered, and
how it was done in a way
that forced many records
to remain secret for
decades. The Hidden
History of the JFK
Assassination draws on
exclusive interviews with
more than two dozen
associates of John and
Robert Kennedy, in
addition to former FBI,
Secret Service,
military intelligence, and
Congressional personnel,

who provided critical first-
hand information. The
book also details the FBI
confessions of notorious
Mafia godfathers Carlos
Marcello and Santo
Trafficante to reveal
exactly who killed JFK.
Using files and
information that have
never been published
before, Lamar Waldron
fully explains for the first
time how Marcello and
Trafficante committed —
and got away with — the
crime of the twentieth
century.

How Learning Works

World Bank Publications
An introduction to
computational complexity
theory, its connections
and interactions with
mathematics, and its
central role in the natural
and social sciences,
technology, and
philosophy Mathematics
and Computation provides
a broad, conceptual
overview of computational
complexity theory—the
mathematical study of
efficient computation.
With important practical
applications to computer
science and industry,
computational complexity
theory has evolved into a
highly interdisciplinary
field, with strong links to
most mathematical areas
and to a growing number
of scientific endeavors.
Avi Wigderson takes a

sweeping survey of
complexity theory,
emphasizing the field's
insights and challenges.
He explains the ideas and
motivations leading to key
models, notions, and
results. In particular, he
looks at algorithms and
complexity, computations
and proofs, randomness
and interaction, quantum
and arithmetic
computation, and
cryptography and
learning, all as parts of a
cohesive whole with
numerous cross-
influences. Wigderson
illustrates the immense
breadth of the field, its
beauty and richness, and
its diverse and growing
interactions with other
areas of mathematics. He
ends with a
comprehensive look at the
theory of computation, its
methodology and
aspirations, and the
unique and fundamental
ways in which it has
shaped and will further
shape science,
technology, and society.
For further reading, an
extensive bibliography is
provided for all topics
covered. Mathematics and
Computation is useful for
undergraduate and
graduate students in
mathematics, computer
science, and related
fields, as well as
researchers and teachers

in these fields. Many parts require little background, and serve as an invitation to newcomers seeking an introduction to the theory of computation.

Comprehensive coverage of computational complexity theory, and beyond High-level, intuitive exposition, which brings conceptual clarity to this central and dynamic scientific discipline Historical accounts of the evolution and motivations of central concepts and models A broad view of the theory of computation's influence on science, technology, and society Extensive bibliography

Designing and Implementing Health Care Provider Payment Systems Stanford University Press

"Medical nihilism is the view that we should have little confidence in the effectiveness of medical interventions. This book argues that medical nihilism is a compelling view of modern medicine. If we consider the frequency of failed medical interventions, the extent of misleading evidence in medical research, the thin theoretical basis of many interventions, and the malleability of empirical methods in medicine, and

if we employ our best inductive framework, then our confidence in the effectiveness of medical interventions ought to be low" --

The Hidden History of the JFK Assassination Pearson

The evaluation of IT and its business value are the subject of many academic and business discussions. Investments in IT are growing extensively, and business managers worry about the fact that the benefits might not be as high as expected. This phenomenon is often called the IT investment paradox or the IT Black Hole: large sums are invested in IT that seem to be swallowed by a large black hole without rendering many returns. How to measure the benefits of IT is the concern of this book titled Information Technology Evaluation Methods and Management. The different IT evaluation approaches and methods are discussed and illustrated with cases: traditional financial evaluations such as the return on investment, information economics and the recently introduced IT Balanced Scorecard. The latter approach is proposed as an ideal mechanism to

support the IT/business alignment process and its related IT governance process. Among some of the topics included in this book are: software measurement; ERP project evaluation; strategic electronic commerce evaluation.

Antimicrobial Resistance in the 21st Century SAGE

With more than 300 entries, these two volumes provide a one-stop source for a comprehensive overview of communication theory, offering current descriptions of theories as well as the background issues and concepts that comprise these theories. This is the first resource to summarize, in one place, the diversity of theory in the communication field. Key Themes Applications and Contexts Critical Orientations Cultural Orientations Cybernetic and Systems Orientations Feminist Orientations Group and Organizational Concepts Information, Media, and Communication Technology International and Global Concepts Interpersonal Concepts Non-Western Orientations Paradigms, Traditions, and Schools Philosophical Orientations Psycho-

Cognitive Orientations
Rhetorical Orientations
Semiotic, Linguistic, and
Discursive Orientations
Social/Interactional
Orientations Theory,
Metatheory, Methodology,
and Inquiry

Bullshit Jobs MIT Press
This textbook is an advanced introduction to quantitative methods for students in communication and allied social science disciplines that focuses on why and how to conduct research that contributes to social justice. Today's researchers are inspired by the potential for scholarship to make a difference for society, to push toward more just and equitable ends, and to engage in dialogue with members of the public so that they can make decisions about how to navigate the social, cultural, and political world equipped with accurate, fair, and up-to-date knowledge. This book illustrates the mechanics and the meaning behind quantitative research methods by illustrating each step in the research design process with research addressing questions of social justice. It provides practical guidance for researchers who wish to engage in the

transformation of structures, practices, and understandings in society through community and civic engagement and policy formation. It contains step-by-step guidance in quantitative methods—from conceptualization through all the stages of execution of a study, including providing a detailed guide for statistical analysis—and demonstrates how researchers can engage with social justice issues in systematic, rigorous, ethical, and meaningful ways. This text serves as a core or supplementary textbook for graduate and advanced undergraduate courses in research methods for communication and social sciences and fills a gap for a methods text that is responsive to the desire of scholars to conduct socially impactful research.

Command Of The Air

SAGE

HIT or Miss for Student: Lessons Learned from Health Information Technology Projects presents and dissects a wide variety of HIT failures so that the students can understand in each case what went wrong and why and how to avoid such problems,

without focusing on the involvement of specific people, organizations, or vendors. The lessons may be applied to future and existing projects, or used to understand why a previous project failed. The student also learns how common causes of failure affect different kinds of HIT projects and with different results. Cases are organized by the type of focus (hospital care, ambulatory care, and community). Each case provides analysis by an author who was involved in the project plus the insight of an HIT expert. This book presents a model to discuss HIT failures in a safe and protected manner, providing an opportunity to focus on the lessons offered by a failed initiative as opposed to worrying about potential retribution for exposing a project as having failed. Access expert insight into key obstacles that must be overcome to leverage IT and transform healthcare. Each de-identified case study includes an analysis by a group of industry experts along with a counter analysis. Cases include a list of key words and are categorized by project (e.g. CPOE, business intelligence). Each

chapter or case contains test questions and study suggestions for the student. Answers are provided as an appendix to the book. Whether you're a graduate student in a health administration or health IT program or attending training sessions sponsored by their healthcare organization, this valuable resource for all who want to understand the dynamics of HIT projects and why some fail and others succeed.

Essentials of Mass Communication Theory
Columbia University Press
"This book provides a useful reference to the latest advancements in the area of educational technology and e-learning"--Provided by publisher.

Anatomy of an Epidemic W. W. Norton & Company
Brown Bag Lessons, The Magic of Bullet Writing centers on effective bullet writing and guarantees immediate improvement. Skillful writing doesn't have to be difficult. No other book approaches writing the way this book does, and no other book teaches these techniques. After reading this book, you will fully understand how to write strong bullets and "why" every

word matters. In 2003 the author created a seminar to teach a fair and consistent process to evaluate recognition packages. This seminar transformed an entire organization within six months. Since then, the techniques have decisively transformed the writing, recognition, and promotions of every organization applying them. The practices in this book continue to positively impact the Air Force and sister services through professional military education. In addition, the concepts have helped transitioning service members and college students better communicate acquired capabilities and competencies on their résumés. Read on to discover the "magic" and open your eyes to a brand new way to look at writing. The US Air Force promotion system emphasizes the importance of documenting your very best accomplishments. Under this system, promotion comes from the most recent performance reports, so Airmen must communicate the best accomplishments and not just words that fill the white space. This Magic of

Bullet Writing will ensure you know how to articulate not just what you are doing but also convey your strongest competencies and capabilities so the promotion board can fully assess your readiness for promotion. Training materials that correspond to the lessons in this book are available for free download at <http://www.brownbaglessons.com>. Are you ready for the magic?

Milestones in Mass Communication Research

Oxford University Press
Praise for *How Learning Works* "How Learning Works is the perfect title for this excellent book. Drawing upon new research in psychology, education, and cognitive science, the authors have demystified a complex topic into clear explanations of seven powerful learning principles. Full of great ideas and practical suggestions, all based on solid research evidence, this book is essential reading for instructors at all levels who wish to improve their students' learning." —Barbara Gross Davis, assistant vice chancellor for educational development, University of California, Berkeley,

and author, *Tools for Teaching* "This book is a must-read for every instructor, new or experienced. Although I have been teaching for almost thirty years, as I read this book I found myself resonating with many of its ideas, and I discovered new ways of thinking about teaching." —Eugenia T. Paulus, professor of chemistry, North Hennepin Community College, and 2008 U.S. Community Colleges Professor of the Year from The Carnegie Foundation for the Advancement of Teaching and the Council for Advancement and Support of Education "Thank you Carnegie Mellon for making accessible what has previously been inaccessible to those of us who are not learning scientists. Your focus on the essence of learning combined with concrete examples of the daily challenges of teaching and clear tactical strategies for faculty to consider is a welcome work. I will recommend this book to all my colleagues." —Catherine M. Casserly, senior partner, The Carnegie Foundation for the Advancement of Teaching "As you read about each

of the seven basic learning principles in this book, you will find advice that is grounded in learning theory, based on research evidence, relevant to college teaching, and easy to understand. The authors have extensive knowledge and experience in applying the science of learning to college teaching, and they graciously share it with you in this organized and readable book." —From the Foreword by Richard E. Mayer, professor of psychology, University of California, Santa Barbara; coauthor, *e-Learning and the Science of Instruction*; and author, *Multimedia Learning: HIT or Miss, 3rd Edition* *Mass Communication Theories* Strategic purchasing of health services involves a continuous search for the best ways to maximize health system performance by deciding which interventions should be purchased, from whom these should be purchased, and how to pay for them. In such an arrangement, the passive cashier is replaced by an intelligent purchaser that can focus scarce resources on existing and emerging priorities rather than continuing

entrenched historical spending patterns. Having experimented with different ways of paying providers of health care services, countries increasingly want to know not only what to do when paying providers, but also how to do it, particularly how to design, manage, and implement the transition from current to reformed systems. 'Designing and Implementing Health Care Provider Payment Systems: How-To Manuals' addresses this need. The book has chapters on three of the most effective provider payment systems: primary care per capita (capitation) payment, case-based hospital payment, and hospital global budgets. It also includes a primer on a second policy lever used by purchasers, namely, contracting. This primer can be especially useful with one provider payment method: hospital global budgets. The volume's final chapter provides an outline for designing, launching, and running a health management information system, as well as the necessary infrastructure for strategic purchasing. *Fahrenheit 451* SAGE Publications

A totalitarian regime has ordered all books to be destroyed, but one of the book burners suddenly realizes their merit.

Plugged in Routledge

This fully revised and updated edition provides a comprehensive, non-technical introduction to the range of approaches to understanding mass communication.

Mass Communication

Theories Simon and Schuster

Milestones in Mass Communication Research, 3/e offers an impressive history of mass communication research over the past 60 years and emphasizes media effects.

Livre de Lyon

A classic book on propaganda technique proposes a general theory of the strategy and tactics of propaganda. This classic book on propaganda technique focuses on American, British, French, and German experience in World War I. The book sets forth a simple classification of various psychological materials used to produce certain specific results and proposes a general theory of strategy and tactics for the manipulation of these materials. In an introduction (coauthored

by Jackson A. Giddens) written for this edition, Harold Lasswell notes that this study was partially an exercise in the discovery of appropriate theory. It raised the crucial questions of how to classify the content of propaganda—for instance, a distinction is made between "value demands" (war aims, war guilt, and casting the enemy as evil personified) and "expectations" (the illusion of victory)—and how to summarize the procedures employed in organizing and carrying out propaganda operations. *Propaganda Technique in World War I* deals primarily with problems of internal administration and lateral coordination rather than with the relationship between policymakers and propagandists. However, Jackson Giddens enumerates procedures in the book that illustrate an underlying assumption that decision makers were deeply involved in propaganda and influenced by considerations of public opinion. He takes the study of propaganda further by elaborating on the nature and meaning of the category of "war aims" and its relation to the propagandist, for this,

more than any other category of content, "is the catalyst of transnational political action." Giddens's exploration of the development of a comprehensive theory of propaganda adds another dimension to Lasswell's study while confirming its value as outstanding groundwork for continuing research.

Quantitative Research Methods in

Communication Scribe Publications

The Downfall of Mass Media Public Relations and the Rise of Social Media

Media in the Digital Age SAGE Publications

Presented here are four major theories behind the functioning of the world's presses: (1) the Authoritarian theory, which developed in the late Renaissance and was based on the idea that truth is the product of a few wise men; (2) the Libertarian theory, which arose from the works of men like Milton, Locke, Mill, and Jefferson and avowed that the search for truth is one of man's natural rights; (3) the Social Responsibility theory of the modern day: equal radio and television time for political candidates, the

obligations of the newspaper in a one-paper town, etc.; (4) the Soviet Communist theory, an expanded and more positive version of the old Authoritarian theory.

Brown Bag Lessons Taylor & Francis

The history of audience research tells us that the relationship between the media and viewers, readers and listeners is complex and requires multiple methods of analysis. In *Understanding Audiences*, Andy Ruddock introduces students to the range of quantitative and qualitative methods and invites his readers to consider the merits of both. *Understanding Audiences*: demonstrates how - practically - to investigate media power; places audience research - from early mass communication models to cultural studies approaches - in their historical and

epistemological context; explores the relationship between theory and method; concludes with a consideration of the long-running debate on media effects; includes exercises which invite readers to engage with the practical difficulties of conducting social research.

Adopting Information Systems Perspectives from Small Organizations
New York : McKay

America's war on terror is widely defined by the Afghanistan and Iraq fronts. Yet, as this book demonstrates, both the international campaign and the new ways of fighting that grew out of it played out across multiple fronts beyond the Middle East. Maria Ryan explores how secondary fronts in the Philippines, sub-Saharan Africa, Georgia, and the Caspian Sea Basin became key test sites for developing what the Department of Defense called "full

spectrum dominance": mastery across the entire range of possible conflict, from conventional through irregular warfare. Full Spectrum Dominance is the first sustained historical examination of the secondary fronts in the war on terror. It explores whether irregular warfare has been effective in creating global stability or if new terrorist groups have emerged in response to the intervention. As the U.S. military, Department of Defense, White House, and State Department have increasingly turned to irregular capabilities and objectives, understanding the underlying causes as well as the effects of the quest for full spectrum dominance become ever more important. The development of irregular strategies has left a deeply ambiguous and concerning global legacy.

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