



## **Responding To the Screen: Reception and Reaction Processes (Routledge Communication Series)**

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# Responding To the Screen: Reception and Reaction Processes (Routledge Communication Series)

## **Responding To the Screen: Reception and Reaction Processes (Routledge Communication Series)**

This volume takes the next step in the evolution of mass communication research tradition from effects to processes -- a more detailed and microanalytical analysis of the psychological processes involved in receiving and reacting to electronic media messages. This domain includes investigations into those psychological processes that occur between the process of selecting media messages for consumption and assessments of whatever processes mediate the long-term impact such message consumption may have on consumers' subsequent behavior. The editors strive to further understanding of some of the basic processes underlying the ways we gain entertainment and information.

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