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 **KEYWORD GUIDE**

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Men, women, messages, and media: understanding human communication. 2nd ed.

Author: Schramm W; Porter WE

Source: New York, New York, Harper and Row, 1982. ix, 278 p.

Abstract: A revision of the 1973 "Men, Messages, and Media," this book attempts to introduce the reader to the communication process, with revisions to reflect the growth of knowledge and experience in teaching. The initial sections, which deal with the nature of language, cover the following: how communication developed; what communication does; the process of communications; the signs and codes of communication; and the pathways of communication, that is, who talks to whom. The section devoted to the mass media concentrates on the makeup of audiences, the nature of their exposure to television and print, and the process through which news, in particular, is highlighted. Material dealing with social control of the mass media has been elaborated and updated. The major theories of the effects of communication are reviewed, and some of the context of their historical development identified. Focus in the final chapter is on communication tomorrow -- an age geared to computers, recorders, individualized and interactive broadcasting, and new systems for storing and exchanging information. These are the beginning years of such as age. The beginning chapters talk about human communication as it exists, a system in place sufficiently long to be able to talk about models of how it works, the nature of social controls upon it, the audiences it has, and its effects. It is necessary to understand that this focus is prologue to a new age in which the basic nature of human communication will not change yet one in which the social system of communication itself is likely to be considerably different from the ages of communication known in the past. The signs of this new ge include an explosion of new communication technology, the enormous increase in the production of information, and a significant change in the work forces, i.e., a larger and larger proportion of service and business jobs concerned with information. Some of the characteristics of this new age will be: more

information will flow, with consequent chance of an overload; information will come faster, making it necessary to create mechanisms and institutions to scan and sort and process it more effectively; a higher proportion of the information will come from farther away; more of this flow of information than at any time since the introduction of radio is likely to be point-to-point rather than point-to-mass; and information is likely to be a source of power to those who have quick access to it and can process it efficiently.

Language: [English](#)

Year: [1982](#)

Keywords: [Mass Media](#) | [Interpersonal Relations](#) | [Communication](#) | [IEC](#) | [Language](#) | [Psychosocial Factors](#) | [Behavior](#) | [Information](#) | [Information Dissemination](#) | [Radio](#) | [Television](#) | [Public Opinion](#) | [Group Processes](#) | [Economic Development](#) | [Social Development](#) | [Development Planning](#) | [Promotion](#) | [Commerce](#) | [Political Factors](#) | [Program Activities](#) | [Programs](#) | [Organization and Administration](#) | [Broadcast Media](#) | [Attitudes](#) | [Psychological Factors](#) | [Social Behavior](#) | [Economic Factors](#) | [Marketing](#) |

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