



Progress in Communication Sciences: Volume 13 (Paperback)

By Franklin J. Bostner, George Barnett

ABC-CLIO, United States, 1997. Paperback. Book Condition: New. 226 x 150 mm. Language: English . Brand New Book ***** Print on Demand *****.This volume focuses on persuasion and the structure and analysis of persuasive communication. It brings together contributions from scholars from a variety of backgrounds in communication sciences and psychology, with insights into the processing of persuasive messages, attitude theory as viewed from a neural network model, and models of resistance to influence. This series compiles research from a range of disciplines such as information science, library science, and international relations, that share the unifying purpose of understanding communication and information processing. It offers reviews of those diverse areas that fall within the broad rubrics of information and communication science, as well as an overview of how people use information. The volumes report on research in three important areas: information transfer and information systems; the uses and effects of communications; and the control of communications and information.



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