

Contents

Preface	vii
1. Media Effects Across Cultures: Challenges and Opportunities <i>Felipe Korzenny and Elizabeth Schiff</i>	1
PART I: THEORETICAL AND METHODOLOGICAL REVIEWS	
2. Texts in Contexts: Analyzing Media and Popular Culture From a Cross-Cultural Perspective <i>Arthur Asa Berger</i>	11
3. When Fiction and News Cross Over the Border: Notes on Differential Readings and Effects <i>Akiba A. Cohen and Itzhak Roeh</i>	23
4. Search for Change: Survey Studies of International Media Effects <i>Steven H. Chaffee</i>	35
5. Mass Media Effects in High- and Low-Context Cultures <i>Raymond Gozzi, Jr.</i>	55
6. Preventing AIDS Through Persuasive Communications: A Framework for Constructing Effective, Culturally-Specific Health Messages <i>Kim Witte</i>	67
PART II: DATA AND RESEARCH APPROACHES	
7. What Makes News: Western, Socialist, and Third-World Television Newscasts Compared in Eight Countries <i>Joseph D. Straubhaar, Carrie Heeter, Bradley S. Greenberg, Leonardo Ferreira, Robert H. Wicks, and Tuen-yu Lau</i>	89

8. Comprehension of Transitional Editing Conventions by African Tribal Villagers
Renée Hobbs and Richard Frost 110
9. Video and Cultural Identity: The Inuit Broadcasting Corporation Experience
Kate Madden 130
10. Parental Mediation of Children's Mass Media Behaviors in China, Japan, Korea, Taiwan, and the United States
Bradley S. Greenberg, Linlin Ku, and Hairong Li 150
11. Comparative Cultivation Analysis: Television and Adolescents in Argentina and Taiwan
Michael Morgan and James Shanahan 173

PART III: MEDIA ACROSS CULTURES AND THE FUTURE

12. Media Networking: Toward a Model for the Global Management of Sociocultural Change
L. Ripley Smith 201
13. The Ethics Behind the Effects: A Comparison of National Media Codes of Ethics
Thomas W. Cooper 229

EPILOGUE

14. Mass Communication and Culture: An Epilogue
Fred L. Casmir 247
- Index 263
- About the Editors 265
- About the Contributors 267