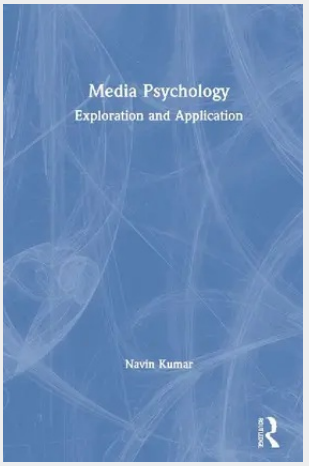
Kumar

Media Psychology

Exploration and Application



This book examines media psychology as a field of study and provides a fundamental understanding of its emergence and application. It covers various key themes such as consumer behavior, mass media and advertising, media and culture, media messages and their effects on individual and group behavior in the Indian context. It highlights the role of media psychology with reference to citizenship and pedagogy and studies the emerging concept of digital altruism. The author also discusses various research methods used in this field that help to objectively evaluate the impact of mass media messages on people and people's effect on the functioning of mass media. This comprehensive book will be useful to students and researchers of psychology, media psychology, mass-communication, consumer behavior, digital marketing, corporate communication, and media studies.

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