

# Documentos

## « Mass Communication Research » : Revisión Bibliográfica

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La presente revisión bibliográfica sobre estudios funcionales en comunicación, principalmente en los Estados Unidos, corresponde al artículo "Mass Communication Research: Justificación, Desarrollo y Superación" aparecido en Signo y Pensamiento

No. 4 (pg 23 a 46). Su principal objetivo es ofrecer una extensa información bibliográfica que sirva como referencia para comprender el desarrollo de la Ciencia de la Comunicación desde la visión del Mass Communication Research.

Las referencias bibliográficas se han agrupado de la siguiente manera:

### A. 1920 - 1945 EL DESPEGUE

1. Aspectos Sociales
2. Opinión pública: audiencias, efectos
  - 2a. Prensa
  - 2b. Radio
3. Política - Propaganda - Publicidad
4. Emisores ('quién')
5. Libertad de información
6. Análisis de contenido
7. Resúmenes - recuentos
8. Influencia
9. Metodología

### B. 1945 - 1950 TRANSICION

1. Opinión pública: efectos y variables
  - 1a. Audiencias
  - 1b. Areas y grupos particulares

2. Persuasión: propaganda
3. Emisores ('quién')
4. Libertad de información
5. Análisis de contenido
6. Comunicación, cambio social y relaciones interpersonales
7. Modelos de comunicación
8. Resúmenes - recuentos
9. Influencias
10. Metodología

### C. 1950 - 1960 SISTEMATIZACION

1. Opinión pública: efectos y variables (cómo cambiar)
2. Comunicación interpersonal (grupos)
3. Sociedad y cultura de masas
4. Comunicación y cambio social
5. Análisis de contenido

6. Sistematización de la ciencia: el proceso
7. Resúmenes - recuentos
8. Influencia
9. Metodología

#### **D. 1960 - 1970 INTERNACIONALIZACION**

1. Persuasión: efectos, audiencias
2. Cultura de masas - democratización
3. Comunicación y cambio social
4. McLuhan, Marshall
5. Sistematización de la ciencia: el proceso
6. Resúmenes - recuentos

#### **E. 1970 - 1980 MAS DE LO MISMO**

1. Comunicación y cambio social
2. Sistematización de la ciencia: el proceso
3. Metodología

La división cronológica (A,B,C,D,E) corresponde a los momentos históricos analizados en el artículo citado y los temas (1, 2, etc.), a las principales áreas de investigación dentro de cada período.

Salvo en contadas excepciones, cada referencia solamente aparece una vez. Los artículos y libros se han ubicado bajo el tema central, aún cuando bien podrían estar presentes en una o más categorías.

#### **A. 1920 - 1945 EL DESPEGUE**

##### **1. Aspectos Sociales**

- 1920 Thomas, W.I. "The Wilder Community and the Role of the Press" en *THE POLISH PEASANT IN EUROPE AND AMERICA*. Boston: Gorham Press.
- 1929 Park, E. *THE INMIGRANT PRESS AND ITS CONTROL*. New York: Harper.
- 1938 Wirth, L. "Urbanism as a Way of Life" en *American Journal of Sociology*, 44.

##### **2. Opinión Pública: audiencias, efectos:**

- 1931 Lasswell, H.D. "Measurement of Public Opinion" en *American Political Science Review*.
- 1931 Lippmann, W. "The Press and Public opinion" en *Political Science Quarterly*.
- 1933 Charters, W.W. *MOTION PICTURES AND YOUTH*. New York: McMillan (Contratado por la Fundación Payne).
- 1940 Cantril, H., H. Gaudet y H. Herzog. *THE INVATION FROM MARS*. Princeton Un. Press.
- 1940 Waples, D.B. Berelson y F.R. Bradshaw. *WHAT READING DOES TO PEOPLE*. Un. of Chicago Press.
- 1941 Katz, E. "Public Opinion Polls and the Election of 1940" en *Public Opinion Quarterly*, 1.
- 1941 Lasswell, H.D. *DEMOCRACY THROUGH PUBLIC OPINION*. Yale Un. Press.
- 1944 Herzog, H. "What Do We Really Know about Daytime Serial Listeners?" en Lazarsfeld (1944) New York: Sloan & Pearce.
- 1944 Lazarsfeld, P.F. "The Election is Over" en *Public Opinion Quarterly*, 3.
- 1944 Lazarsfeld, P.F., B. Berelson y H. Gaudet. *THE PEOPLE'S CHOICE: HOW THE VOTER MAKES HIS MIND IN A PRES-*

*IDENTIAL CAMPAIGN*. N.Y.: Sloan & Pearce.

- 1945 Lazarsfeld, P.F., B. Berelson y W.N. McPhee. *VOTING: A STUDY OF OPINION FORMATION DURING A PRESIDENTIAL CAMPAIGN*. Un. of Chicago Press.

##### **2a. Prensa**

- 1929 Packard, V. *THE NATURAL HISTORY OF NEWSPAPERS*. Un. of Illinois Press.
- 1937 Kingsbury, S., H. Hart y otros. *NEWSPAPERS AND THE NEWS*. N. Y.: Putnam's.
- 1942 Wiley, M. "The Functions of the Newspapers" en *Annals of the American Academy of Political and Social Sciences*, Vol. 219.

##### **2b. Radio**

- 1935 Cantril, H. y G.W. Allport. *PSYCHOLOGY OF RADIO*. N.Y.: Harper.
- 1938 Lazarsfeld, P.F. "Radio Research and Applied Psychology" en *Psychological Bulletin*, 35.
- 1940 Lazarsfeld, P.F. *THE RADIO AND THE PRINTED PAGE*. N.Y.: Sloan & Pearce.
- 1941 Lazarsfeld, P.F. y F. Stanton (ed). *RADIO RESEARCH*. N.Y.: Sloan & Pearce.
- 1942 Childs, H. y J.B. Whitton. *PROPAGANDA BY WAVE*. Princeton Un. Press.
- 1942 Lazarsfeld, P.F. "The Effects of Radio in Public Opinion" en Waples (1942).
- 1943 Lazarsfeld, P.F. "Studies in Radio and Film Propaganda" en *Academy of Science*, 2.
- 1944 Chapell, M y C. Cooper. *RADIO AUDIENCE MEASUREMENT*. N.Y.: Stephen Daye.
- 1944 Kriss, E y H Speier. "German Radio Propaganda" Oxford Un. Press.

1944 Lazarsfeld, P.F. y F. Stanton (ed). RADIO RESEARCH. N.Y.: Sloan & Pearce.

### 3. Política - Propaganda - Publicidad

1927 Lasswell, H.D. THE PROPAGANDA TECHNIQUE IN WORLD WAR. N.Y.: A. Knopf.

1927 Lasswell, H.D. "The Theory of Political Propaganda" en American Political Science Review.

1930 Lasswell, H.D. PSYCHOPATHOLOGY AND POLITICS. N.Y.: Viking Press.

1942 Borden, N.H. THE ECONOMIC EFFECTS OF ADVERTISING. Chicago: Irving.

1942 Childs, H. y B. Whitton. PROPAGANDA BY SHORT WAVE. Princeton Un. Press.

1944 Kriss, E y H. Speier. GERMAN RADIO PROPAGANDA. N.Y.: Oxford Un. Press.

1944 Lazarsfeld, P.F. y R.K. Merton. THE PSYCHOLOGICAL ANALYSIS OF PROPAGANDA. Un. of California Press.

1945 Lasswell, H.D. WORLD POLITICS FACES ECONOMICS. N.Y.: McGraw Hill.

### 4. Emisores ('quién')

1917 Rosten, L.C. WASHINGTON CORRESPONDENTS. N.Y.: Harcourt & Brace.

1941 Rosten, L.C. HOLLYWOOD: THE MOVIE COLONY, THE MOVIE MAKERS. N.Y.: Harcourt & Brace.

1945 Nixon R.B. "Concentration and Absenteeism in Daily Newspapers Ownership" en Journalism Quarterly, 22.

### 5. Libertad de información

1927 Inglis, R.E. FREEDOM OF THE MOVIES. Chicago Un. Press. (Contratado por The Commission on Freedom of Press)

1928 Hartley, R.V.L. TRANSMISSION OF INFORMATION N. Y.: Sloan & Pearce.

1929 Park, R.E. THE IMMIGRANT PRESS AND ITS CONTROL. N.Y.: Harper.

1938 Cheney, E.P. "Freedom and Restraint, a Short History" en Annals of the American Academy of Political and Social Sciences, X.

1941 Federal Communication Commission. REPORT ON CHAIN BROADCASTING. Washington: Government Printing Office.

### 6. Análisis de contenido

1927 Lasswell, H.D. PROPAGANDA TECHNIQUE IN WORLD WAR. N.Y.: A. Knopf.

1937 Kingsbury, S.M., H. Hart y otros. NEWSPAPER AND THE NEWS. N.Y.: Putnam s.

1944 Arnheim, R. "The Word of Daytime Serial" en Lazarsfeld (1944).

1944 Lowenthal, L. "Biographies in Popular Magazines" en Lazarsfeld (1944).

### 7. Resúmenes - recuentos

1935 Lasswell, H.D., R.O. Casey y B.L. Smith. PROPAGANDA AND PROMOTIONAL ACTIVITIES: AN ANOTATED BIBLIOGRAPHY. Un. of Minnesota Press.

1942 Waples, D. (ed) PRINT, RADIO AND FILM IN DEMOCRACY. Un. of Chicago Press.

1941/1944 Lazarsfeld, P.F. y F. Stanton. Radio Research. N.Y.: Sloan & Pearce.

### 8. Influencia

1934 Mead, G.H. MIND, SELF AND SOCIETY. Chicago Un. Press.

1942 Parsons, T. "Propaganda and Social control" en Psychiatry, 4.

### 9. Metodología

1938 Gallup. G.A. A GUIDE TO PUBLIC OPINION POLLS. Princeton Un. Press.

1938 Lazarsfeld, P.F. "Panels as a New Tool for Measuring Opinion" en Public Opinion Quarterly, 3.

1940 Lazarsfeld, P.F. "Panel Studies" en Public Opinion Quarterly.

## B. 1945 - 1950 TRANSICION

### 1. Opinión Pública: efectos y variables

1946 Smith, B.L., H. Lasswell, y R. Casey. PROPAGANDA, COMMUNICATION AND PUBLIC OPINION. Princeton Un. Press.

1947 Fearing, F. "Influence of the Movies on Attitudes and Behavior" en Annals of the American Academy of Political and Social Science, 254.

1947 Jahoda, M. y E. Cooper. "The Evasion of Propaganda: How Prejudiced People Respond to Anti-prejudice Propaganda" en Journal of Psychology, 23.

1947 Katz, E. "Psychological Barriers to Communication" en Annals of the American Academy of Political and Social Science, March.

1948 Berelson, B. "Communication and Public Opinion" en Schramm (1948).

- 1948 Doob, L.W. PUBLIC OPINION AND PROPAGANDA' N.Y.: Holt.
- 1948 Wirth, L. "Consensus and Mass Communication" en American Sociological Review, 13.
- 1949 Berelson, B. "What Missing a Newspaper Means?" en Lazarsfeld (1949).
- 1949 Klapper, J.T. EFFECTS OF MASS MEDIA. Columbia Un. Press.
- 1949 Lippmann, N. PUBLIC OPINION. N. Y.: McMillan.

#### 1a. Audiencias

- 1946 Lazarsfeld, P.F. THE PEOPLE LOOK AT RADIO. Un. of North Carolina Press.
- 1948 Cantril, H. "Trends of Opinion during World War II: Some Guidelines to Interpretation" en Public Opinion Quarterly, VII.
- 1948 Lazarsfeld, P.F. y P. Kendall. RADIO LISTENING IN AMERICA. N.Y.: Prentice Hall.
- 1948 Lazarsfeld, P.F. y R.K. Merton. "Mass Communication, Popular Taste and Organized Social Action" en Bryson (ed). THE COMMUNICATION OF IDEAS. N.Y.: Harper.
- 1950 Handel, L. HOLLYWOOD LOOKS AT ITS AUDIENCE. Un of Illinois Press.

#### 1b. Areas y grupos particulares

- 1947 Allport, G.W. y L. Postman. THE PSYCHOLOGY OF RUMORS. N.Y.: Holt.
- 1949 Allport, G.H. "Attitudes" en Hurchinson, G. (ed). HANDBOOK OF SOCIAL PSYCHOLOGY.
- 1949 Wolfe, K y M. Fiske. "Why Children Read Comics" en Lazarsfeld (1949).

#### 2. Persuasión: Propaganda

- 1946 Merton, R.K., M. Fiske y A. Curtis. THE SOCIAL PSYCHOLOGY OF A WAR BOND DRIVE. N.Y.: Harper.
- 1947 Kriss, E y N. Leites. "Trends in 20th Century Propaganda" en Berelson (1953):
- 1949 Cartwright, D. "Some Principles of Mass Persuasion" en Human Relations, Vol II.
- 1949 Doob, L.W. "The Goebbels Principles of Propaganda" en Public Opinion Quarterly.
- 1950 Hovland, C.I., I.L. Jenis y H.H. Kelly. COMMUNICATION AND PERSUASION: STUDIES OF OPINION CHANGE. Yale Un. Press.

#### 3. Emisores ('quién')

- 1950 Miller, W. THE BOOK INDUSTRY. Columbia Un. Press.
- 1950 Powdermaker, H. Hollywood: THE DREAM FACTORY. Boston: Little Brown.

#### 4. Libertad de información

- 1947 Burgelin, O. A FREE AND RESPONSIBLE PRESS. Un. of Chicago Press.
- 1947 Chafee, Z. GOVERNMENT AND MASS COMMUNICATION' Un. Of Chicago Press.
- 1947 Hocking, W.E. FREEDOM OF PRESS: A FRAMEWORK PRINCIPLE. Un of Chicago Press.
- 1947 White, L. THE AMERICAN RADIO. Un. of Chicago Press.
- 1949 Brucker, H. FREEDOM OF INFORMATION. N.Y.: MacMillan.
- 1950 White, D.M. "The 'Gate Keeper': A Case Study in the Selection of News" en Journalism Quarterly, 27.

#### 5. Análisis de contenido

- 1946 Berelson, B. y P. Satter. "Majority and Minority Americans: An Analysis of Magazine Fiction" en Public Opinion Quarterly, 10.
- 1946 Lasswell, H.D. "Describing the Contents of Communication" en Lasswell (1946).
- 1947 Lasswell, H.D. y N. Leites. LANGUAGE OF POLITICS. N.Y.: Stewart.
- 1949 Patrick, J. y H. Gerth. "Values in Mass Periodical Fiction" en Public Opinion Quarterly, 13.
- 1950 Warner, W y W. Henry. "The Radio Daytime Serial: a Symbolic Analysis" en Berelson (1953).
- 1950 Wolfenstein, M y N. Leites. MOVIES A PSYCHOLOGICAL STUDY. N.Y.: Free Press.

#### 6. Comunicación, cambio social y relaciones interpersonales

- 1947 Lewin, K. "Group, Decisions and Social Change" en READINGS IN SOCIAL PSYCHOLOGY. N.Y.: Holt.
- 1947 Lewin, K y P. Grabbe. "Conduct, Knowledge and Acceptance of New Values" en Social Issues, Vol/I, 3.
- 1949 Casey, R.O. "The Press, Propaganda and Pressure Groups" en Schramm (1949).
- 1949 Merton, R.K. "Patterns of Influence: A Study of Interpersonal Influence and Communication Behavior in a Local Communi-

- ty" en Lazarsfeld (1949).
- 1950 Hovland, C.I. "Social Communication" en Berelson (1953).
- 1950 Lasswell, D.H. y A. Kaplan. POWER AND SOCIETY. Yale Un. Press.

### 7. Modelos de comunicación

- 1948 Lasswell, H.D. "The Structure and Function of Communication in Society" en Bryson (ed). THE COMMUNICATION OF IDEAS. N.Y.: Harper.
- 1949 Shannon, C. y W. Weaver. MATHEMATICAL THEORY OF COMMUNICATION. Un. of Illinois Press.

### 8. Resúmenes - recuentos

- 1946 Lasswell, H.D., B.L. Smith y R.O. Casey. PROPAGANDA, COMMUNICATION AND PUBLIC OPINION: A COMPREHENSIVE REFERENCE GUIDE. Princeton Un. Press.
- 1948 Bryson, L. (ed). THE COMMUNICATION OF IDEAS. N.Y.: Harper.
- 1948 Schramm, W. (ed). COMMUNICATION IN MODERN SOCIETY. Un. of Illinois Press.
- 1949 Lazarsfeld P.F. y E. Stanton (ed). COMMUNICATION RESEARCH (1948-1949). N.Y.: Harper
- 1949 Schramm, W. (ed). MASS COMMUNICATION. Un. of Illinois Press.

### 9. Influencia

- 1947 Weber, M. THE THEORY OF SOCIAL AND ECONOMIC ORGANIZATION. N.Y.: Free Press.
- 1948 Wiener, N. CYBERNETICS OR CONTROL AND COMMUNICATION IN THE ANIMAL AND THE MACHINE. The M.I.T. Press.
- 1949 Weaver, "The Mathematics of Communication" en Scientific American, 181.

### 10. Metodología

- 1949 Hovland, C.I., A. Lumsdaine y D. Sheffield. EXPERIMENTS IN MASS COMMUNICATION. Princeton Un. Press.

## C. 1950 - 1960 SISTEMATIZACION

### 1. Opinión Pública: efectos y variables (cómo cambiar)

- 1951 Asheim, L. "From Book to Film" en Hollywood Quarterly, 5.

- 1951 Hovland, C.I. "Changes in Attitude through Communication" en Journal of Abnormal and Social Psychology, Vol XLI.
- 1953 Hovland, C.I., I. Janis y H. Kelly. "Communication and Persuasion" en Psychological Studies of Opinion Change. Yale Un. Press.
- 1953 Lazarsfeld, P.F. "Audience Research" en Berelson (1953).
- 1953 Levine, G.M. y G. Murphy "Learning and Forgetting of Controversial Material" en Journal of Abnormal and Social Psychology, 38.
- 1954 Hovland, C.I. "Effects of the Mass Media Communication" en HANDBOOK OF SOCIAL PSYCHOLOGY.
- 1954 MacCoby, E. "Why do Children Watch T.V.?" en Public Opinion Quarterly, 18.
- 1955 De Sola Pool, I. "The Influence of Foreign Travel on Political Attitudes of American Businessmen" en Public Opinion Quarterly, 1.
- 1957 Albig, W. "Two Decades of Public Opinion Study 1936-1956" en Public Opinion Quarterly, 21.
- 1957 Festinger, L. A. THEORY OF COGNITIVE DISONANCE. N.Y.: Harper & Row.
- 1957 Gans, H. "The Creator-Audience Relationship in the Mass Media" en Rosenberg (1957).
- 1957 Packard, V. HIDDEN PERSUADERS' N.Y.: D. Makeey.
- 1959 Bailyn, G. "Mass Media and Children" en Psychology Monographs, 471.
- 1959 Lang, K y G.E. Lang. "Mass Media and Voting" en AMERICAN VOTING BEHAVIOR N.Y.: Free Press.
- 1960 Davidson, W. "On the Effects of Communication" en Public Opinion Quarterly, 23.
- 1960 Klapper, J.T. THE EFFECTS OF MASS COMMUNICATION. N.Y.: Free Press.
- 1960 Schramm, W. THE IMPACT OF EDUCATIONAL T.V. Un. of Illinois Press.

### 2. Comunicación interpersonal (grupos)

- 1954 Larsen, O.N. y R. Hill. "Mass media and Interpersonal Communication in the Diffusion of a News Event" en American Sociological Review, 19.
- 1955 Katz, E. y P.F. Lazarsfeld. PERSONAL INFLUENCE: THE PART PLAYED BY PEOPLE IN THE FLOW OF MASS COMMUNICATION. Illinois: The Free Press.
- 1956 Janowitz, M. y L. Marvick. COMPETITIVE PRESSURE AND DEMOCRATIC CONSENT. Un. of Michigan Press.
- 1957 Katz, E. "Two-step Flow of Communication: An Un-to-date Report and Hypothesis" en Public Opinion Quarterly, 21.

### 3. Sociedad y cultura de masas

- 1953 Blumer, H. "The Mass, the Public and Public Opinion" en Berelson (1953).
- 1953 Osgood, CH. E. "Reflections on Communication and Culture" Un. of Illinois Press.
- 1954 Brown, R.L. "Mass Phenomena" en *HANDBOOK OF SOCIAL PSYCHOLOGY*.
- 1955 Blumer, H. "The Crowd, the Public and the Mass" en Berelson (1953).
- 1955 Friedson, E. "Communication Research and the Concept of Mass" en *American Sociological Review*, 18, 3.
- 1957 Rosenberg, B. y D.M. White. *MASS CULTURE THE POPULAR ARTS IN AMERICA*. N.Y.: The Free Press.
- 1957 Shils, E. "Daydreams and Nightmares: Reflexions on the Criticism of Mass Culture" en *The Sewance Review*, Vol LXV, 4.
- 1959 Katz, E. "Mass Communication Research and the Study of Culture" en *Studies in Public Communication*, 2.
- 1959 Shils, E. "Mass Society and its Culture" en *Daedalus*, 89, 2.

### 4. Comunicación y Cambio social

- 1954 Henry, N.B. *MASS MEDIA AND EDUCATION*. Un. of Chicago Press.
- 1958 Lerner, D. *THE PASSING OF TRADITIONAL SOCIETY: MODERNIZING THE MIDDLE EAST*. N.Y.: Free Press.
- 1960 Lerner, D. "Communication Systems and Social Systems" en Schramm (1960).

### 5. Análisis de Contenido

- 1952 Lasswell, H.D., D. Lerner y I. De Sola. *THE COMPARATIVE STUDY OF SYMBOLS*. Stanford Un. Press.
- 1957 Osgood, Ch. y otros. *THE MEASUREMENT OF MEANING*. Un. of Illinois Press.

### 6. Sistematización de la ciencia: el proceso

- 1951 Riley, J.W. y M. Riley. "A Sociological Approach to Communication Research" *Public Opinion Quarterly*, 3.
- 1951 Ruesch, J. y G. Bateson. *COMMUNICATION, THE SOCIAL MATRIX OF PSYCHIATRY*. N.Y.: Norton.
- 1953 Fearing, F. "Toward a Psychological Theory of Communications" en *Journal of Personality*, 22.
- 1953 Lazarsfeld, P.F. "Prognosis for International Communications Research" en *Public Opinion Quarterly*, 4.

- 1953 Lasswell, H.D. *The Theory of Political Propaganda* "en Berelson (1953)
- 1953 Sapir, E. "Communication" en Berelson (1953).
- 1954 Schramm, W. "How Communication Works" en Schramm, (1954).
- 1955 Schramm, W. "Information Theory and Mass Communication" en *Journalism Quarterly*, 32.
- 1956 Gerbner, G. "Toward a General Model of Communication" *A.V. Communication Review*, 4.
- 1957 Cherry, C. *ON HUMAN COMMUNICATION*. M.I.T. Un. Press.
- 1958 Nafzinger, R.O. y D.M. White. *INTRODUCTION TO MASS COMMUNICATION RESEARCH*. Louisiana State Un. Press.
- 1959 Berelson, B. "The state of Communication Research" en *Public Opinion Quarterly*, 29.
- 1959 Wright, Ch. *MASS COMMUNICATION: A SOCIAL PERSPECTIVE*. N.Y.: Random House.

### 7. Resúmenes - recuentos

- 1952 Berelson, B. *CONTENT ANALYSIS IN COMMUNICATION RESEARCH*. N. Y.: Free Press.
- 1953 Berelson, B. y M. Janowitz (ed). *READER IN PUBLIC OPINION AND COMMUNICATION*. N.Y. Free Press.
- 1954 Katz, D. (ed). *PUBLIC OPINION AND PROPAGANDA*. N.Y.: Holt, Reinhart & Winston.
- 1954 Schramm, W. (ed). *THE PROCESS AND EFFECTS OF MASS COMMUNICATION*. Un. of Illinois Press.
- 1956 Smith, B y Ch. Smith. *INTERNATIONAL COMMUNICATION AND POLITICAL OPINION*. Princeton Un. Press.
- 1957 Rosenberg, B y D.M. White. *MASS CULTURE: THE POPULAR ARTS IN AMERICA*. N.Y.: Free Press.
- 1960 Schramm, W. *MASS COMMUNICATION*. Un. of Illinois Press.

### 8. Influencias

- 1951 Parsons, T. *THE SOCIAL SYSTEM*. N.Y.: Free Press.
- 1954 Maslow, A.H. *MOTIVATION AND PERSONALITY*. N.Y.: Harper.
- 1957 Merton, R.K. *SOCIAL THEORY AND SOCIAL STRUCTURE*. N.Y.: Free Press.
- 1960 Parsons, T. y W. White. "The Mass Media and the Structure of American Society" en *Journal of Social Issues*, 16, 3.

**9. Metodología**

- 1959 Hempel, C. "The Logic of Functional Analysis" en SYMPOSIUM ON SOCIAL THEORY. N.Y.: Harper.
- 1960 Wright, Ch. "Functional Analysis and Mass Communication" en Public Opinion Quarterly.

- en Studies in Public Communication III, 4.
- 1964 Katz, E. "Communication Research and the Image of Society: Convergence of two Traditions" en American Journal of Sociology, 65.
- 1964 Peterson, Th. "From Mass Media to Class Media" en Dexter (1964).
- 1964 Wilensky, H.L. "Mass Society and Mass Culture: Interdependence or Independence?" en American Sociological Review, 29, 2.

**D. 1960 - 1970 INTERNACIONALIZACION****1. Persuasión: efectos, audiencias**

- 1961 Osgood, Ch. SOME TERMS AND ASSOCIATED MEASURES FOR TALKING ABOUT HUMAN COMMUNICATION. Illinois: Institute for Communication Research.
- 1963 Steiner, G. THE PEOPLE LOOK AT T.V.: A STUDY OF AUDIENCE ATTITUDES. N.Y.: A. Knopf.
- 1964 Bauer, R.A. "The Communicator and the Audience" en Dexter (1964).
- 1964 Mendelshon H. "Sociological Perspectives on the Study of Mass Communication en Dexter (1964).
- 1965 Halloran, J.D. THE EFFECTS OF MASS COMMUNICATION, WITH SPECIAL REFERENCES TO T.V. Un. Press of Leicester.
- 1966 Kirk, J. y G.D. Tablot. "The Distorsion of Information" en Smith (1966).
- 1966 Leavitt, H y R. Mueller. "Some Effects of Feedback on Communication" en Smith (1966).
- 1968 BECKER, S.L. "What Rhetoric Communication Theory is Relevant for Contemporary Speech Communication" en Mortensen. COMMUNICATION: THE STUDY OF HUMAN INTERACTION, N.Y. McGraw Hill, 1972.
- 1969 McQuail, D. TOWARDS A SOCIOLOGY OF MASS COMMUNICATION. Londres: Collier-McMillan.

**2. Cultura de masas - democratización**

- 1960 McDonald, D. "Masscult and Midcult" en Partisan Review XXVII, 2.
- 1961 Berelson, B. "The Great Debate on Cultural Democracy" en Studies in Public Communication, 3.
- 1961 Jacobs, N. (ed). CULTURE FOR THE MILLIONS? MASS MEDIA IN MODERN SOCIETY. Princeton: D.V. Nostrand.
- 1962 Bell, D., W.N. McPhee y J. Rothengerg. "The Great Debate on Cultural Democracy"

**3. Comunicación y cambio social**

- 1960 Lionberger, H. F. ADOPTION OF NEW IDEAS AND PRACTICES. Iowa State Un. Press.
- 1962 Bell, D. "Modernity and Mass Society" en Studies in Public Communication III, 4.
- 1962 Rogers, E. THE DIFFUSION OF INNOVATIONS. N.Y.: Free Press.
- 1963 Lerner, D. "Towards a Communication Theory on Modernization" en Pye (1963).
- 1963 Pye, L.W. (ed). COMMUNICATION AND POLITICAL DEVELOPMENT. Princeton Un. Press.
- 1963 De Sola Pool, I. "The Mass Media and their Interpersonal Social Functions in the Process of Modernization" en Dexter (1964)
- 1964 Schramm, W. MASS MEDIA AND NATIONAL DEVELOPMENT. Standford Un. Press.
- 1965 Rivers, W., Th. Peterson y S.W. Jensen. THE MASS MEDIA AND MODERN SOCIETY. San Francisco: Reinhart Press.
- 1966 De Fleur, M.L. "Mass Communication and Social Change" en Social Fores, 44.
- 1966 Rao, Y.V.L. COMMUNICATION AND DEVELOPMENT: A STUDY OF TWO INDIAN VILLAGES. Un. of Minnesota Press.
- 1967 Hyman, H, G. Levine y Ch. R. Wright. INDUCING SOCIAL CHANGE IN DEVELOPING COMMUNITIES, Paris: Naciones Unidas.
- 1967 Lerner, D. y W. Schramm (ed). COMMUNICATION AND CHANGE IN DEVELOPING COUNTRIES. Honolulu: East-West Center Press.

**4. McLuhan, Marshall**

- 1960 EXPLORATIONS IN COMMUNICATION. Boston: Beacon Press.
- 1963 THE GUTENBERG GALAXY. Un. of Toronto Press.
- 1964 UNDERSTANDING MEDIA. N.Y.: McGraw Hill.

- 1967 THE MEDIUM IS THE MESSAGE. N.Y.:  
Bentham Books.
- 1968 WAR AND PEACE IN THE GLOBAL VI-  
LLAGE. N.Y.: McGraw Hill.

##### 5. Sistematización de la ciencia: el proceso

- 1961 Berlo, D. THE PROCESS OF COMMUNI-  
CATION: AN INTRODUCTION TO THEO-  
RY AND PRACTICE. N.Y.: Holt, Reinhart  
& Winston.
- 1962 Fearing, F. "Human Communication" en A.  
V. Communication Review, 10.3.
- 1963 Schramm, W. "Communication Research in  
the U.S.A." en Schramm, (1963).
- 1963 Siebert, R.S., Th. Peterson y W. Schramm.  
FOUR THEORIES OF THE PRESS. Un. of  
Illinois Press.
- 1964 Berelson, B. y G. Steiner. "Mass Communi-  
cation" en HUMAN BEHAVIOR: AN IN-  
VENTORY OF SCIENTIFIC FINDINGS.  
N.Y.: Hartcourt.
- 1966 De Fleur, M. THEORIES OF MASS COM-  
MUNICATION. N.Y. McKay.
- 1966 Westley, B.N. Y M.S. McLean. "A Concep-  
tual Model for Communication Research".  
en Journalism Quarterly, 34.
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