

Sredstva massovoy informatsii kak faktor sotsializatsii detey v SShA: Osnovnye napravleniya vozdeystviya i kumulyativnyy effekt (Russian Edition)



Aktualnost dannoy knigi svyazana s vozrosshim vliyaniem sredstv massovoy informatsii na zhizn detey. Vnedrenie novykh tekhnologiy v poslednie gody privelo k znachitelnoy transformatsii SMI, povysheniyu kachestva i usileniyu ikh roli v obshchestve. Kak pokazyvayut issledovaniya, deti seychas provodyat za ekranom televizora bolshe vremeni, chem v shkole, obshchayas s roditelyami i druzyami ili zanimayas lyuboy drugoy deyatel'nostyu. V rabote dan analiz osnovnykh napravleniy sotsializiruyushchego vozdeystviya kak elektronnykh, tak i pechatnykh SMI na detey v SShA i ikh kumulyativnogo effekta, a takzhe vyyavleny osobennosti amerikanskogo podkhoda k korrektsii ikh sotsializiruyushchego vozdeystviya. Prakticheskaya znachimost issledovaniya zaklyuchaetsya v sistematizatsii effektivov vozdeystviya SMI na detey, kotoraya dayet naglyadnoe predstavlenie o polozhitelnykh i otritsatelnykh storonakh sovremennykh SMI. Iskhodnoy teoreticheskoy bazoy stali trudy amerikanskikh uchenykh, posvyashchennye skhodnoy tematike. V rabote takzhe ispolzovalis materialy i stati, kak opublikovannye, tak i razmeshchennye na saytakh amerikanskikh organizatsiy, spetsializiruyushchikhsya na izuchenii vzaimootnosheniy mezhdru SMI i detmi.

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