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# The Comprehension and Miscomprehension of Print Communication

*Jacob Jacoby, Wayne D. Hoyer*  
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**THE  
COMPREHENSION  
AND  
MISCOMPREHENSION  
OF  
PRINT  
COMMUNICATIONS**  
AN INVESTIGATION OF MASS MEDIA MAGAZINES

**JACOB JACOBY  
WAYNE D. HOYER**



The Advertising Educational Foundation, Inc.

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**Jacob Jacoby, Wayne D. Hoyer : The Comprehension and Miscomprehension of Print Communication** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Comprehension and Miscomprehension of Print Communication:

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While there is room for quibbling on some points, the fact is that this study represents the best empirical evidence currently available on the comprehension of printed advertising and editorial content. It provides a baseline of sorts against which to work in succeeding research. — Publishers' Auxiliary This is not simply another study of television commercials. For the first time we have a broad-based comparative study, measuring the comprehension and miscomprehension of television commercials, local and network news shows, popular adventure series, serial-type mystery shows, and public service announcements. — Alfred J. Seaman Graduate School of Business Administration, NYU