Social Scientists Meet The Media

Cheryl Haslam ; Alan Bryman

Social Scientists Meet the Media (Paperback) by Alan Bryman. Part chronicle, part analysis and part advice manual, Social Scientists Meet the Media combines the thoughts of academics and media people to produce a unique guide to the world of media relations. Social scientists often dismiss the media as untrustworthy and irresponsible and the media frequently regard social scientists as incapable of understanding their fields. This volume examines the troubled relationship between social scientists and the media. It contains personal accounts from social scientists who have sought to publicize their research. It is a guide to the world of media relations, a handbook for academics who wish to make media contacts. Social Scientists Meet the Media combines the thoughts of academics and media people to produce a unique guide to the world of media relations. Social scientists often dismiss the media as untrustworthy and irresponsible and the media frequently regard social scientists as incapable of understanding their fields. This volume examines the troubled relationship between social scientists and the media. It contains personal accounts from social scientists who have sought to publicize their research. It is a guide to the world of media relations, a handbook for academics who wish to make media contacts.