13. Stanley Baran & Dennis Davis,(2006),Mass Communication Theory Foundations, Ferment, and Future, Thomas Wadsworth Corporation.

بحوث ورسائل علمية

- 1. Janice D. Yoder and Jessica Christopher : (2008)Are Television Commercials Still Achivement Scripts For Women.
- 2. Maria Rosa Berganza : (2006)Women & Men in Television Advertising: Images and Stereotypes.
- 3. Michelle L. Segar,1,2 John A. : (2012) Physical Activity Advertisements that Feature Daily Well-Being Improve Autonomy and Body Image in Overweight Women but Not Men.
- 4. Shun-Hing Chan and Lai-ching Leung : (2005) Between Viewing And Consuming, How aging Women in Hong Kong Negotiate Television Advertisements.