

Paper On Role Models

For democracy to thrive, we must inspire and empower young citizens. Through research and stories of civically-engaged American youth, Tomorrow's Change Makers reveals the relationships, experiences, and challenges that propel today's young people to play important roles in their communities and across the globe. With the recent uptick of violence in schools, it is essential to strategize new concepts for promoting nonviolent tendencies in children and creating safe environments. Through nonviolent teaching techniques, it is possible to effectively demonstrate mutual respect, tolerance, and compassion in order to have a lasting peace. Cultivating a Culture of Nonviolence in Early Childhood Development Centers and Schools aims to expand and deepen multicultural nonviolent teaching techniques and concepts to achieve desired outcomes for early childhood development centers, schools, institutions of higher learning, and centers of teacher development and training. While highlighting topics including child development, conflict resolution, and classroom leadership, this book is ideally designed for teachers, directors, principals, teacher organizations, school counselors, psychologists, social workers, government officials, policymakers, researchers, and students. Classroom management is a topic of enduring concern for teachers, administrators, and the public. It consistently ranks as the first or second most serious educational problem in the eyes of the general public, and beginning teachers consistently rank it as their most pressing concern during their early teaching years. Management problems continue to be a major cause of teacher burnout and job dissatisfaction. Strangely, despite this enduring concern on the part of educators and the public, few researchers have chosen to focus on classroom management or to identify themselves with this critical field. The Handbook of Classroom Management has four primary goals: 1) to clarify the term classroom management; 2) to demonstrate to scholars and practitioners that there is a distinct body of knowledge that directly addresses teachers' managerial tasks; 3) to bring together disparate lines of research and encourage conversations across different areas of inquiry; and 4) to promote a vigorous agenda for future research in this area. To this end, 47 chapters have been organized into 10 sections, each chapter written by a recognized expert in that area. Cutting across the sections and chapters are the following themes: "First, positive teacher-student relationships are seen as the very core of effective classroom management." "Second, classroom management is viewed as a social and moral curriculum." "Third, external reward and punishment strategies are not seen as optimal for promoting academic and social-emotional growth and self-regulated behavior." "Fourth, to create orderly, productive environments teachers must take into account student characteristics such as age, developmental level, race, ethnic, cultural background, socioeconomic status, and abilities. Like other research handbooks, the Handbook of Classroom Management provides an indispensable reference volume for scholars, teacher educators, in-service practitioners, and the academic libraries serving these audiences. It is also appropriate for graduate courses wholly or partly devoted to the study of classroom management. This book constitutes the refereed proceedings of the International Conference on Business and Technology (ICBT2021) organized by EuroMid Academy of Business and Technology (EMABT), held in Istanbul, between November 06-07, 2021. In response to the call for papers for ICBT2021, 485 papers were submitted for presentation and inclusion in the proceedings of the conference. After a careful blind refereeing process, 292 papers were selected for inclusion in the conference proceedings from forty countries. Each of these chapters was evaluated through an editorial board, and each chapter was passed through a double-blind peer-review process. The book highlights a range of topics in the fields of technology, entrepreneurship, business administration, accounting, and economics that can contribute to business development in countries, such as learning machines, artificial intelligence, big data, deep learning, game-based learning, management information system, accounting information system, knowledge management, entrepreneurship and social enterprise, corporate social responsibility and sustainability, business policy and strategic management, international management and organizations, organizational behavior and HRM, operations management and logistics research, controversial issues in management and organizations, turnaround, corporate entrepreneurship, and innovation, legal issues, business ethics, and firm governance, managerial accounting and firm financial affairs, non-traditional research and creative methodologies. These proceedings are reflecting quality research contributing theoretical and practical implications, for those who are wise to apply the technology within any business sector. It is our hope that the contribution of this book proceedings will be of the academic level which even decision-makers in the various economic and executive-level will get to appreciate.

Abandoning the role model - Gender and sexuality in Rita Mae Brown's "Rubyfruit Jungle"

Computer Performance Engineering

4th International Workshop, ESAW 2003, London, UK, October 29-31, 2003, Revised Selected and Invited Papers

Cultivating a Culture of Nonviolence in Early Childhood Development Centers and Schools

Babylon Revisited

Tomorrow's Change Makers

Public Relations Research Annual

Combining theory from cognitive semantics and pragmatics, this book offers both a new model and a new usage-based method for the understanding of intersubjectivity, and how social cognition is expressed linguistically at different levels of complexity. Bringing together ideas from linguistics and theory of mind, Tantuuci demonstrates the ways in which speakers constantly monitor and project their interlocutor's reactions to what is being said, and sets out three distinct categories of social cognition in first language acquisition and language change. He also shows how this model can be applied in different settings and includes a range of examples from languages across the globe, to demonstrate the cross-linguistic universality of the model. Additionally the book offers insights into the gradient dimension of intersubjectivity in language evolution and across the autistic spectrum. Original and innovative, it will be invaluable for researchers in cognitive linguistics, pragmatics, historical linguistics, applied linguistics and cognitive psychology.

'Psychology in Organizations' presents an approach to organizational behaviour based on the premise that all aspects of organizational life are affected by people's social ties and group affiliations. This second edition includes a new chapter on stress, with the text presented in a student-friendly format.

The International Handbook of Research on Teachers and Teaching provides a fresh look at the ever changing nature of the teaching profession throughout the world. This collection of over 70 articles addresses a wide range of issues relevant for understanding the present educational climate in which the accountability of teachers and the standardized testing of students have become dominant.

Wondrous Women Who Changed the WorldThunder Bay Press

10th European Workshop, EPWE 2013, Venice, Italy, September 16-17, 2013, Proceedings

Modeling and Role-Modeling

Ivory Power

Men, Masculinities and Teaching in Early Childhood Education

Successful African Americans Beyond Pop Culture

Real Role Models

Thinking Tools for Young Readers and Writers

An e-book that addresses some of the issues still facing women in the development and advancement of their managerial careers. In spite of women's parity in higher education and initial success in achieving work experiences they still fall behind in numbers when it comes to senior executive jobs. Three of the papers explore the barriers that still exist and another two look at how women do succeed in advancement. The last paper looks at how women use role models. Together these papers provide a balanced picture of the barriers still facing women managers and the enablers which are helping women.

This book is the final product of the "excellence project"--a comprehensive research effort commissioned by the International Association of Business Communicators (IABC) Research Foundation. Going well beyond any of the previously published reports on the Excellence study, this book contains many new statistical analyses of the survey data and more details from the case studies. Discussing theory and data related to several ongoing discussions in the communication profession, this book answers the following questions: *How can we show the value of public relations? *What is the value of relationships? *How do relationships affect reputation? *What does it mean to practice communication strategically? *How can we measure and evaluate the effects of public relations programs? *Should communication programs be integrated? *How does the new female majority in the profession affect communication Excellence? This book, as well as the research it reports, is the product of symmetrical communication and collaboration. As such, it is intended for scholars, applied researchers, students, and informed professionals who understand the value of research in developing a profession, such as public relations. Knowledge of quantitative and qualitative research methods will make it easier to understand the book; however, the results are interpreted in a way that makes the analyses understandable even to those with little or no knowledge of statistics and research methods.

In her new book, bestselling author and professional developer Carol Booth Olson and colleagues show teachers how to help young readers and writers construct meaning from and with texts. This practical resource offers a rich array of research-based teaching strategies, activities, and extended lessons focused on the "thinking tools" employed by experienced readers and writers. It shows teachers how to draw on the natural connections between reading and writing, and how cognitive strategies can be embedded into the teaching of narrative, informational, and argumentative texts. Including artifacts and written work produced by students across the grade levels, the authors connect the cognitive and affective domains for full student engagement. "This book seamlessly bridges the gap from research to everyday practice... You get an extremely well-organized set of overarching instructional principles that are right for our era and brought to life through well-explained instructional guides and classroom activities." —From the Foreword by Judith Langer, University at Albany, SUNY "I have always admired Carol Booth Olson's work with secondary students and teachers. She now applies those essential principles and practices to elementary and middle school students. Bravo!" —P. David Pearson, professor emeritus, University of California, Berkeley

Current estimates suggest that at least 30% of all undergraduate women experience sexual harassment by at least one professor during their four years in college. When definitions of sexual harassment include gender harassment (sexist comments and behavior), the incidence is 70%. the frequency of graduate women and women faculty and administrators who are harassed is even higher. Ivory Power discusses current research and theory on sexual harassment on college campuses. It takes a sociological perspective to understanding and eliminating sexual harassment by presenting the following issues: the emotional impact of sexual harassment and psychotherapeutic approaches that have proved valuable in treatment; the impact on women's cognitions and a developmental model for helping women to understand and label this form of victimization; the impact of sexual harassment on physical health and suggestions for dealing with stress-related problems; and the educational interventions that have been implemented in order to challenge attitudes that perpetuate harassment. Ivory Power also addresses the interface of racism and sexism on college campuses, the legal issues involved in academic sexual harassment cases, and suggestions for handling complaints of sexual harassment in campus settings. An up-to-date bibliography of articles and books on academic harassment is provided.

Research Issues and Practical Applications

Celebrating the Lectinary for Junior High 2012-2013: Supplemental Lectinary-Based Resource

Sexual Harassment on Campus

International Handbook of Research on Teachers and Teaching

Faith Hill Is a Big Role Model

Volume 2

Meet forty incredible women who changed the world! In this first book in the new Role Models series, learn about forty inspirational women who made or continue to make stunning contributions to the world during their lifetimes. Then, you can create paper models of ten of these women using the perforated cardstock in the back of the Bader Ginsburg, Rosa Parks, Frida Kahlo, Gloria Steinem, Malala Yousafzai, Florence Nightingale, Michelle Kwan, Jane Goodall, Aretha Franklin, and more.

This extant nursing theory and paradigm is recognized by the American Holistic Nurses Association. It provides guidelines for nurses interested in application of a mind-body-spirit approach to client care. Modeling is the process of building a mirror image of the client's world. Role-modeling is the process of designing and implementing care t clients fulfilling their personally chosen life-roles.

This paper examines how the reading material of selected early school readers, provided for students has been a part of the way society educates children about gender roles and other expectations as they reflect and reinforce societal concerns of the time.

This notebook features the quote " Faith Hill is a big role model " on the cover, it's perfect for anyone to record ideas, or to use for writing and note-taking. It can be used as a notebook, journal or composition book. Simple and elegant. 108 pages, high quality cover and 6 x 9" inches in size.

International perspectives on gender and care

What Media Classes Really Want to Discuss

You Don't Look Your Age...and Other Fairy Tales

Engineering Societies in the Agents World IV

Wide Ruled Lined Paper Notebook | Gradient Color - 6 X 9 Inches (Soft Glossy Cover)

What Makes an Effective Role Model Program?

Social Media: The Good, the Bad, and the Ugly

All young people need good role models, and black youth especially need positive and real examples beyond the famous and wealthy people they see on SportsCenter highlights and MTV Cribs. While success as a celebrity athlete or entertainer may seem like an achievable dream, the reality is that young African Americans have a much greater chance of succeeding in the professions through education and hard work—and a mentor to show them the path. Real Role Models introduces high school and college-age African Americans to twenty-three black professionals who have achieved a high level of success in their chosen fields and who tell their stories to inspire young people to pursue a professional career and do the work necessary to achieve their dreams. Some of the individuals profited by Joah Spearman and Louis Harrison, Jr., include Leonard Pitts, Pulitzer Prize-winning columnist for the Miami Herald; Melody Barnes, Director of the White House Domestic Policy Council; Danyel Smith, editor-in-chief of Vibe; and Dr. Tim George, Chief of Pediatric Neuroscience at Dell Children's Medical Center of Central Texas. They and other interviewees describe their backgrounds, career paths, and desire to give back by helping others reach their goals. Representing a wide range of occupations, these real role models prove to African American youths that a whole world of successful, rewarding careers awaits them. The Real Role Models Rufus Cormier, JD, Partner at the Baker Botts Law Firm, Houston, Texas Melody Barnes, Director of the White House Domestic Policy Council, Washington, D.C. Eric Motley, PhD, Managing Director of the Aspen Institute's Henry Crown Fellowship Program, Aspen, Colorado James McIntyre, Spokesman for the Federal Emergency Management Agency, Washington, D.C. Tracie Hall, Assistant Dean and Librarian at Dominican University, River Forest, Illinois Kimberlydawn Wisdom, MD, Surgeon General of the State of Michigan, Lansing, Michigan Timothy George, MD, Chief of Pediatric Neuroscience at Dell Children's Medical Center, Austin, Texas Victoria Holloway Barbosa, MD, Ethnic Dermatologist and Former Executive for L'Oréal, Chicago, Illinois Bill Douglas, White House Correspondent for McClatchy Newspapers, Washington, D.C. Leonard Pitts, Jr., Columnist for the Miami Herald, Miami, Florida Danyel Smith, Editor of Vibe Magazine, New York, New York Ed Stewart, Managing Director of External Communications for Delta Airlines, Atlanta, Georgia Lynn Tyson, Vice President of Investor Relations for Dell, Austin, Texas Willie Miles, Jr., Founder and CEO of Miles Health Management, Houston, Texas Horace Allen, Founder and CEO of TeamPact, Atlanta, Georgia Deavra Daughtry, President and CEO of Excellent Care Management, Houston, Texas Je' Caryous Johnson, Founder and CEO of I'm Ready Productions, Houston, Texas Steve Jones, Cofounder of a graphic design company, Oakland, California Isiah Warner, PhD, Chemistry Professor at Louisiana State University, Baton Rouge, Louisiana Gloria Ladson-Billings, PhD, Professor of Education at the University of Wisconsin, Madison, Wisconsin Bernard Muir, Athletic Director at Georgetown University, Washington, D.C. Craig Littlepage, Athletic Director at the University of Virginia, Charlottesville, Virginia Beverly Kearney, Women's Track Coach at the University of Texas at Austin, Austin, Texas

Here, from the incomparable John Waters, is a paean to the power of subversive inspiration that will delight, amuse, enrich—and happily horrify readers everywhere. Role Models is, in fact, a self-portrait told through intimate profiles of favorite personalities—some famous, some unknown, some criminal, some surprisingly middle-of-the-road. From Esther Martin, owner of the scariest bar in Baltimore, to the playwright Tennessee Williams; from the atheist leader Madalyn Murray O'Hair to the insane martyr Saint Catherine of Siena; from the English novelist Denton Welch to the timeless appealing singer Johnny Mathis—these are the extreme figures who helped the author form his own brand of neurotic happiness. Role Models is a personal invitation into one of the most unique, perverse, and hilarious artistic minds of our time.

Advances in networking technology have revitalized the investigation of agent technologiespromisingparadigmforengineeringcomplexdistributedsoftware systems. Agent technology has been applied to a wide range of application - mains, including e-commerce, human-computer interfaces, telecommunications, and software assistants. Multi-agent systems (MASs) and their underlying t- ories provide a more natural support for ensuring important properties such as autonomy, mobility, environment heterogeneity, organization, openness, and intelligence. As a consequence, agent-based systems are likely to provide new - proaches to dealing with the complexity of developing and maintaining modern software. However, developing robust large-scale agent-based systems will - quire new software engineering approaches. There are currently many methods and techniques for working with individual agents or with systems built using only a few agents. Unfortunately, agent-based software engineering is still in its infancy and existing software engineering approaches are unable to cope with large MASs. The complexity associated with a large MAS is considerable. When a huge number of agents interact over heterogeneous environments, various phenomena occur which are not as easy to capture as when only a few agents are working together. As the multiple software agents are highly collaborative and operate in networked environments, they have to be context-aware and deal with - vironment uncertainty. This makes their coordination and management more difficult and increases the likelihood of exceptional situations, such as security holes, privacy violations, and unexpected global effects. Moreover, as users and softwareengineersdelegatemoreautonomytotheirMASs, andputmoretrustin their results, new concerns arise in real-life applications.

This book constitutes the refereed proceedings of the 2nd International Conference on Web Reasoning and Rule Systems, RR 2008, held in Karlsruhe, Germany in October/November 2008. The 12 revised full papers, 4 revised short papers presented together with 5 poster papers were carefully reviewed and selected from over 35 submissions. The papers address all current topics in Web reasoning and rule systems such as acquisition of rules and ontologies by knowledge extraction, design and analysis of reasoning languages, implemented tools and systems, standardization, ontology usability, ontology languages and their relationships, rules and ontologies, reasoning with uncertainty, reasoning with constraints, rule languages and systems, semantic Web services modeling and applications.

15th IFIP WG 6.11 Conference on e-Business, e-Services, and e-Society, I3E 2016, Swansea, UK, September 13–15, 2016, Proceedings

On Being a Mentor to Students in Science and Engineering

Engineering Societies in the Agents World VIII

Language and Social Minds

Wondrous Women Who Changed the World

Public Health Reports

Strategies to Promote Higher Literacy in Grades 2–8

This book constitutes the thoroughly refereed post-conference proceedings of the 7th International Workshop on Engineering Societies in the Agents World, ESAW 2007, held in Athens, Greece, in October 2007. The 19 revised full papers were carefully reviewed and selected for inclusion in this book. The papers are organized in topical sections on electronic institutions, models of complex distributed systems with agents and societies; interaction in agent societies; engineering social intelligence in multi-agent systems; trust and reputation in agent societies; analysis, design and development of agent societies.

Role models for young people.

This book constitutes the refereed conference proceedings of the 15th IFIP WG 6.11 Conference on e-Business, e-Services and e-Society, I3E 2016, held in Swansea, UK, in September 2016 The 47 full and 17 short papers presented were carefully reviewed and selected from 90 submissions. They are organized in the following topical sections: social media strategy and digital business; digital marketing and customer relationship management; adoption and diffusion; information sharing on social media; impression, trust, and risk management; data acquisition, management and analytics; e-government and civic engagement; e-society and online communities.

This book constitutes the thoroughly refereed post-proceedings of the 4th International Workshop on Engineering Societies in the Agents World, ESAW 2004, held in London, UK in October 2004. The 23 revised full papers presented were carefully selected during two rounds of reviewing and improvement for inclusion in the book; also included are 2 invited papers by leading researchers in order to round off the coverage of the relevant topics. The papers are organized in the following topical sections - multidisciplinary for agent societies - coordination, organization, and security of agent societies - abstractions, methodologies, and tools for engineering agent societies - applications of agent societies

Resources in Education

Role Models

Supporting Women's Career Advancement

Gender Equality and Women's Empowerment in Education

Health Services Reports

Software Engineering for Multi-Agent Systems II

The Semantics and Pragmatics of Intersubjectivity

This stimulating book sets out to critically explore the notion of men, masculinities and teaching in early childhood education. It addresses the global pattern of gender, teaching and care where men are in the minority, and explores the notion that the greater involvement of men within teaching and associated professions has the potential to transform gender relations for future generations. International contributors raise critical questions about the construction of masculinities, the continuing reluctance of men to engage in this type of work, and the influence of political and public debates on the issue. Through this engaging discussion readers are asked to question whether this is something that we should care about, with key topics including: The roles of men in education and care Teachers' beliefs, norms and values of gender equality The construction of male identities Gendered ideals, and children's interpretations of gender. Men, Masculinities and Teaching in Early Childhood Education brings together a refreshing and critical set of perspectives linked to an increasingly important educational debate and will be a valuable text for practitioners, professionals, policy makers and parents/carers.

But it hadn't been given for nothing. It had been given, even the most wildly squandered sun, as an offering to destiny that he might not remember the things most worth remembering, the things that he would now always remember' F. Scott Fitzgerald's stories defined the 1920s 'Jazz Age' generation, with their glittering dreams and tarnished hopes. In these three tales of a fragile recovery, a cut-glass bowl and a life lost, Fitzgerald portrays, in exquisite prose and with deep human sympathy, the idealism of youth and the ravages of success. This book includes Babylon Revisited, The Cut-Glass Bowl and The Lost Decade.

The purpose of this second volume is to challenge and extend the field of research in public relations. Taking a proactive approach to creating a stable, yet not stagnant annual, the editors directly solicited chapters on exciting and intriguing subjects. Assuming some prior knowledge, interests, and commitment of their readers, the editors hope that each chapter's report on original research provides enough context for understanding even if the area of inquiry is new to the readers. Public Relations Research Annual, Volume 2, continues to advance within the discipline beyond anecdotes to practical theories and research. Educators, practitioners, and researchers will find this annual's presentations and critiques useful in creating a systematic framework for their own endeavors.

This guide offers helpful advice on how teachers, administrators, and career advisers in science and engineering can become better mentors to their students. It starts with the premise that a successful mentor guides students in a variety of ways: by helping them get the most from their educational experience, by introducing them to and making them comfortable with a specific disciplinary culture, and by offering assistance with the search for suitable employment. Other topics covered in the guide include career planning, time management, writing development, and responsible scientific conduct. Also included is a valuable list of bibliographical and Internet resources on mentoring and related topics.

Adviser, Teacher, Role Model, Friend

Explore Business, Technology Opportunities and Challenges/After the Covid-19 Pandemic

Research, Practice, and Contemporary Issues

A Theory and Paradigm for Nursing

Examples of Character & Leadership

The Role of Psychological Capital in Entrepreneurial Contexts

Web Reasoning and Rule Systems

Seminar paper from the year 2005 in the subject American Studies - Literature, grade: 1,0, University of Siegen, course: Protest and Liberation: American Literature of the 60s and 70s, language: English, abstract: From its beginnings, American society was a system based on certain values, e.g. Christianity. These values are affected by events like war, waves of immigration and the fluctuations of economy and therefore change constantly. In those changing times, family was meant to be a fixed value in society but in the 20th century they started to disintegrate, especially referring to the role model of women. This paper discusses the presentation of gender and sexuality in Rita Mae Brown's novel "Rubyfruit Jungle", including female role models and homosexuality in the context of the ever present conventions in 1960s America.

INSTANT NEW YORK TIMES BESTSELLER “Thank you to Sheila Nevins for putting all this down for posterity. Women need this kind of honest excavation of the process of living.” —Meryl Streep An astonishingly frank, funny, poignant book for any woman who wishes they had someone who would say to them, “This happened to me, learn from my mistakes and my successes. Because you don’t get smarter as you get older, you get braver.” Sheila Nevins is the best friend you never knew you had. She is your discreet confidante you can tell any secret to, your sage mentor at work who helps you navigate the often uneven playing field, your wise sister who has “been there, done that,” your hysterical girlfriend whose stories about men will make laugh until you cry. Sheila Nevins is the one person who always tells it like it is. In You Don’t Look Your Age, the famed documentary producer (as President of HBO Documentary Films for over 30 years, Nevins has rightfully been credited with creating the documentary rebirth) finally steps out from behind the camera and takes her place front and center. In these pages you will read about the real life challenges of being a woman in a man’s world, what it means to be a working mother, what it’s like to be an older woman in a youth-obsessed culture, the sometimes changing, often sweet truth about marriages, what being a feminist really means, and that you are in good company if your adult children don’t return your phone calls. So come, sit down, make yourself comfortable, (and for some of you, don’t forget the damn reading glasses). You’re in for a treat.

This book constitutes the refereed post-proceedings of the 10th European Performance Engineering Workshop, EPWE 2013, held in Venice, Italy, in September 2013. The 16 regular papers presented together with 8 short papers and 2 invited talks were carefully reviewed and selected from 33 submissions. The Workshop aims to gather academic and industrial researchers working on all aspects of performance engineering. Original papers related to theoretical and methodological issues as well as case studies and automated tool support are solicited in the following areas: performance modeling and evaluation, system and network performance engineering, and software performance engineering.

You probably already have a clear idea of what a "discussion guide for students" is: a series of not-very-interesting questions at the end of a textbook chapter. Instead of triggering thought-provoking class discussion, all too often these guides are time-consuming and ineffective. This is not that kind of discussion guide. What Media Classes Really Want To Discuss focuses on topics that introductory textbooks generally ignore, although they are prominent in students' minds. Using approachable prose, this book will give students a more precise critical language to discuss "common sense" phenomena about media. The book acknowledges that students begin introductory film and television courses thinking they already know a great deal about the subject. What Media Classes Really Want To Discuss provides Handbook of Classroom Management.

A Study of Communication Management in Three Countries

Second International Conference, RR 2008, Karlsruhe, Germany, October 31 - November 1, 2008. Proceedings

Educational Strategies for Learning to Learn from Role Models

A Student Guide

The Role of Media in Creation of Role Models among the Youth

Psychology in Organizations

Research Paper (undergraduate) from the year 2012 in the subject Communications - Mass Media, grade: none, , language: English, abstract: This research is an investigation on media influence among the youth when it comes to choosing role models. The study is critical because in this liberalized electronic media era, it is important to understand from the youth what they watch, read or tweet and what they gain from their choice of media channels. The study employed the survey method to collect quantitative and qualitative data on the uses of media channels among the youth and the gratification they achieve when it comes to identifying role models. The study is informed by the uses and gratification theory and how it is related to other media uses theories. The general purpose of the research was to look at the role of media in creation of role models among the youths. The researcher looked at a theoretical framework to contextualize the uses and gratification theory before reviewing various literature on this subject to put the present study in perspective. The literature revolved around previous researches on audience studies with particular reference to the relationship between the youth and the media. In the methodology, the researcher used self-administered questionnaire with open-ended and closed-ended questions to youths in campus in Nairobi. A focus group discussion was concluded in one of the sampled campus in order to validate the data collected through self-administered questionnaires. Three key informant interviews were also conducted with program producers from three leading television stations in Nairobi. The data was analyzed and the research findings indicated that most young people get or identify with their role models through different media channels also get entertainment and learn a lot from the media. The researcher concluded that the media fulfills the youth's affective and cognitive needs.

Educating for Life: Readers and Role Models

8th International Workshop, ESAW 2007, Athens, Greece, October 22–24, 2007, Revised Selected Papers

Role Models for Young People

Paper Presented at the American Psychological Association Annual Convention, Washington, D.C., August 23, 1982

Excellent Public Relations and Effective Organizations

Reclaiming the Power of Citizenship for a New Generation