

## How to make psychology a household word through television : A psychologist's experience as host and producer of weekly program

Goldberg, Carol, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20437756&lokasi=lokal>

---

### Abstrak

A television program is ideal for making psychology a household word because it delivers multisensory communications directly into households, regardless of socioeconomic status or literacy levels. It can promote psychology respectfully, without introducing tabloid talk show sensationalism, distortions.