Abstract
In this paper we review the Joseph T. Klapper (1960) book’s The effects of mass communication. The paper begin with a context from the author and his work. Following we present the contents, on the one hand the effects of persuasive communication and the influence of certain specific types of media material, and on the other the generalizations which are capable of relating these findings. The article ends with reflection about the impact of the work in the history of the research. We suggest that the Klapper’s book is the last legacy of the empirical sociology of the Columbia’s Bureau led by Paul F. Lazarsfeld into the communication research.

Keywords
Klapper, media effects, limited effects, Bureau of Applied Social Research, Lazarsfeld.