

1. Record Nr.	UNINA9910140525903321
Titolo	The boy from Boort : remembering Hank Nelson / / edited by Bill Gammage, Brij V. Lal, Gavan Daws
Pubbl/distr/stampa	Canberra, Australia : , : Australian National University Press, , 2014 ©2014
ISBN	9781925021653 (ebook) 9781925021646 (paperback)
Descrizione fisica	1 online resource (ix, 224 pages) : illustrations; digita, PDF file(s.)
Disciplina	994.007202
Soggetti	Historians - Australia Military historians - Australia
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (pages 209-224).
Nota di contenuto	Pages:1 to 25; Pages:26 to 50; Pages:51 to 75; Pages:76 to 100; Pages:101 to 125; Pages:126 to 150; Pages:151 to 175; Pages:176 to 200; Pages:201 to 225; Pages:226 to 234
Sommario/riassunto	Hank Nelson was an academic, film-maker, teacher, graduate supervisor and university administrator.

2. Record Nr.	UNINA9910480346603321
Autore	Potter W. James
Titolo	Arguing for a general framework for mass media scholarship [[electronic resource] /] / W. James Potter
Pubbl/distr/stampa	London, : SAGE, 2009
ISBN	1-4129-6471-7 1-4833-2986-0 1-4416-5524-7 1-4522-1589-8
Descrizione fisica	1 online resource (417 p.)
Disciplina	302.23 302.23072
Soggetti	Mass media - Research - History Mass media - Research - Methodology Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. 326-366) and indexes.
Nota di contenuto	Cover; Brief Contents; Detailed Contents; Preface; Part I - Introduction; Chapter 1 - Why Do We Need a General Framework?; Chapter 2 - Introduction to the General Framework; Part II - Explaining the Media Organizations Facet; Chapter 3 - Mass Media Organizations Line of Thinking; Chapter 4 - Business Strategies; Chapter 5 - Marketing Strategies; Chapter 6 - Employment Strategies; Part III - Explaining the Media Audiences Facet; Chapter 7 - Media Audience Line of Thinking; Chapter 8 - Audience Cognitive Algorithms; Chapter 9 - Audience: Filtering Media Messages Chapter 10 - Audience: Meaning MatchingChapter 11 - Audience: Meaning Construction; Part IV - Explaining the Media Messages Facet; Chapter 12 - Media Message Line of Thinking; Chapter 13 - Message Formulas and Conventions-General; Chapter 14 - Message Formulas and Conventions by Genre; Chapter 15 - Critique of Media Message Scholarship; Part V - Explaining the Media Effects Facet; Chapter 16 - Media Effects Line of Thinking; Chapter 17 - Conceptualizing Media Influence and Media Effects; Chapter 18 - Designing Media Effects

Studies; Part VI - Conclusion

Chapter 19 - Integration of ExplanationsReferences; Author Index;

Subject Index; About the Author

Sommario/riassunto

In this work, media scholar and author W. James Potter challenges media scholars and students to change the way they think about the media. He provides structure to mass media scholarship that is focused on the most useful ideas in the phenomenon of the mass media, not lines of research.
