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Collana	Approaches to applied semiotics ; ; . 6
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Altri autori (Persone)	NothWinfried BisharaNina <1977->
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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Self-reference in the media / Winfried Noth -- Distortion, fabrication, and disclosure in a self-referential culture / Vincent Colapietro -- Modes of self-reference in advertising / Siegfried J. Schmidt -- Metapictures and self-referential pictures / Winfried Noth -- Absolut anonymous / Nina Bishara -- The death of photography in self-reference / Winfried Noth -- Marilyn / Kay Kirchmann -- The self-reflexive screen / Gloria Withalm -- Nostalgia of the media in the media / Andreas Bohn -- Self-reference in animated films / Jan Siebert -- On the use of self-disclosure as a mode of audiovisual reflexivity / Fernando Andacht -- The old in the new / Joan K. Bleicher -- There's no business without show-business / Karin Puhlinger and Gabriele Siegert -- Computer games / Lucia Santaella -- Self-reference in computer games / Bo Kampmann Walther -- Metacommunication in play and in (computer) games / Britta Neitzel -- Self-reflexivity in computer games / Bernhard Rapp -- Looking through the computer screen / Marie-Laure Ryan -- The artist and her bodily self / Christina Ljungberg -- Metafiction and metamusic / Werner Wolf.

## Sommario/riassunto

This book investigates how the media have become self-referential or self-reflexive instead of mediating between the real or fictional worlds about which their messages pretend to be and between the audience that they wish to inform, counsel, or entertain. The concept of self-reference is viewed very broadly. Self-reflexivity, metatexts, metapictures, metamusic, metacommunication, as well as intertextual, and intermedial references are all conceived of as forms of self-reference, although to different degrees and levels. The contributions focus on the semiotic foundations of reference and self-reference, discuss the transdisciplinary context of self-reference in postmodern culture, and examine original studies from the worlds of print advertising, photography, film, television, computer games, media art, web art, and music. A wide range of different media products and topics are discussed including self-promotion on TV, the TV show Big Brother, the TV format "historytainment," media nostalgia, the documentation of documentation in documentary films, Marilyn Monroe in photographs, humor and paradox in animated films, metacommunication in computer games, metapictures, metafiction, metamusic, body art, and net art.

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