

1. Record Nr.	UNINA9910454934403321
Titolo	A handbook of qualitative methodologies for mass communication research / / edited by Klaus Bruhn Jensen and Nicholas W. Jankowski
Pubbl/distr/stampa	London ; ; New York : , : Routledge, , 1991
ISBN	1-134-93825-X 1-280-33819-9 0-203-40980-9
Descrizione fisica	1 online resource (287 p.)
Altri autori (Persone)	JankowskiNick JensenKlaus Bruhn
Disciplina	302.23/072
Soggetti	Mass media - Research - Methodology Humanities - Methodology Social sciences - 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. [232]-259) and indexes.
Nota di contenuto	Book Cover; Title; Contents; List of tables; List of contributors; Preface; Introduction: the qualitative turn; History; Humanistic scholarship as qualitative science: contributions to mass communication research; The qualitative tradition in social science inquiry: contributions to mass communication research; Systematics; Qualitative methods in the study of news; The creation of television drama; The interdisciplinary study of news as discourse; Textual analysis of fictional media content; Reception analysis: mass communication as the social production of meaning Communication and context: ethnographic perspectives on the media audienceQualitative research and community media; Historical approaches to communication studies; Pragmatics; Studying events in their natural settings; Media, education, and communities; References; Index of names; Index of subjects
Sommario/riassunto	This is the first volume that covers the use of qualitative research methods in mass media research. Theoretical insights are incorporated from discourse analysis, ethnography and reception theory.

2. Record Nr.	UNISALENTO991002832029707536
Autore	Kyle, Donald G.
Titolo	Athletics in ancient Athens / by Donald G. Kyle
Pubbl/distr/stampa	Leiden : Brill, 1987
ISBN	9004078614
Descrizione fisica	X, 240 p. ; 25 cm
Collana	Mnemosyne. Supplementa ; 95
Disciplina	796.0938
Soggetti	Sport - Grecia antica
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia