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television news; 10 Maire Messenger Davies: 'What planet are we on?' Television drama's relationships with social reality; 11 Jacqueline Botterill and Stephen Kline: The privileged discourse: advertising as an interpretive key to the consumer culture; Index; End Cover Page

Sommario/riassunto

What do we mean by 'visual evidence'? How should we interpret visual texts, and what can they tell us? Why is 'visual literacy' so important and what benefits does it offer? This book answers these questions.
