

1. Record Nr.	UNINA9910479938803321
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Titolo	Media Reception Studies [[electronic resource] /] / Janet Staiger
Pubbl/distr/stampa	New York, : New York University Press, c2005
ISBN	0-8147-8674-X
Descrizione fisica	1 online resource (263 p.)
Disciplina	302.23
Soggetti	Mass media - Audiences 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 and index.
Nota di contenuto	Social scientific theories -- Linguistic and cultural studies theories -- Fans and fan behaviors -- Viewers of stars, cult media, and avant garde -- Minorities and media -- Violence, horror, and sexually explicit images -- Memories.
Sommario/riassunto	Media Reception Studies broadly surveys the past century of scholarship on the ways in which audiences make meaning out of mass media. It synthesizes in plain language social scientific, linguistic, and cultural studies approaches to film and television as communication media. Janet Staiger traverses a broad terrain, covering the Chicago School, early psychological approaches, Soviet theory, the Frankfurt School, mass communication research and critical theory, linguistics and semiotic theory, social-psychoanalytical research, cognitive psychology, and cultural studies. She offers these theori