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Autore	Dan Viorela
Titolo	Integrative framing analysis : framing health through words and visuals // by Viorela Dan
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ISBN	1-351-69490-1 1-315-17145-7 1-351-69491-X
Descrizione fisica	1 online resource (183 pages)
Collana	Routledge Research in Communication Studies ; ; Volume 4
Disciplina	362.101/4
Soggetti	Communication in medicine Frames (Sociology) Health Communication - methods Verbal Behavior - physiology Visual Perception - physiology Consumer Health Information
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Arguments in favor of integrative framing analyses -- Why so few integrative framing analyses? -- Factors influencing the act of framing -- An introduction to integrative framing analysis -- An integrative framing analysis of people living with HIV/AIDS.
Sommario/riassunto	"Much of framing scholarship focuses either exclusively on the analysis of words or of visuals. This book aims to address this gap by proposing a six-step approach to the analysis of verbal frames, visual frames and the interplay between them--an integrative framing analysis. This approach is then demonstrated through a study investigating the way words and visuals are used to frame people living with HIV/AIDS in various communication contexts: the news, public service announcements and special interest publications. This application of integrative framing analysis reveals differences between verbal frames and visual frames in the same messages, underscoring the importance

of looking at these frames together. "--Provided by publisher.
