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Autore	Kenix Linda Jean
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Nota di contenuto	Alternative and Mainstream Media Chapter 1: Introduction Chapter 2: The Modern Media Continuum Chapter 3: Media Frames Chapter 4: The Power of Representation Chapter 5: Defining Media Through Individual Motivations and Identities Chapter 6: Defining Media Through Organisational Practices Chapter 7: Defining Media Through Media Ownership Chapter 8: Defining Media Through Ideological Influences
Sommario/riassunto	In this book, Linda Jean Kenix shows how alternative and mainstream media exist on the same continuum, and where their points of convergence lie. She also demonstrates how alternative media creates 'alternative communications', and casts the whole media spectrum in a new light.