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Autore	Schaap Gabi <1972->
Titolo	Interpreting television news [[electronic resource] /] / by Gabi Schaap
Pubbl/distr/stampa	Berlin ; ; New York, : Mouton de Gruyter, c2009
ISBN	1-282-45686-5 9786612456862 3-11-021607-8
Descrizione fisica	1 online resource (336 p.)
Collana	Communications monograph ; ; v. 7
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Soggetti	Television broadcasting of news Television viewers - Research
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Formato	Materiale a stampa
Livello bibliografico	Monografia
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Frontmatter -- Contents -- Chapter 1. Interpreting television news: Introduction -- Chapter 2. Three decades of television news research: An action theoretical inventory of issues and problems -- Chapter 3. Conceptualizing television news interpretation by its viewers: The concept of interpretive complexity -- Chapter 4. Using protocol analysis in television news research: Proposal and first tests -- Chapter 5. Measuring the complexity of viewers' television news interpretation: Differentiation -- Chapter 6. Measuring the complexity of viewers' television news interpretation: Integration -- Chapter 7. The complexity of television news interpretation: Main study -- Chapter 8. Interpreting television news: Summary, discussion and look to the future -- Appendices to Chapter 7 -- Backmatter
Sommario/riassunto	Television news range among the most extensively investigated topics in communication studies. The book contributes to television news research by focusing on whether and how news viewers who watch the same news program form similar or different interpretations. The author develops a novel concept of interpretation based on cognitive complexity research. He strongly argues that qualitative and quantitative research methods work best if they complement one another.

