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Titolo	A handbook of qualitative methodologies for mass communication research / / edited by Klaus Bruhn Jensen and Nicholas W. Jankowski
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Altri autori (Persone)	JankowskiNick JensenKlaus Bruhn
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Nota di contenuto	Book Cover; Title; Contents; List of tables; List of contributors; Preface; Introduction: the qualitative turn; History; Humanistic scholarship as qualitative science: contributions to mass communication research; The qualitative tradition in social science inquiry: contributions to mass communication research; Systematics; Qualitative methods in the study of news; The creation of television drama; The interdisciplinary study of news as discourse; Textual analysis of fictional media content; Reception analysis: mass communication as the social production of meaning Communication and context: ethnographic perspectives on the media audienceQualitative research and community media; Historical approaches to communication studies; Pragmatics; Studying events in their natural settings; Media, education, and communities; References; Index of names; Index of subjects
Sommario/riassunto	This is the first volume that covers the use of qualitative research methods in mass media research. Theoretical insights are incorporated from discourse analysis, ethnography and reception theory.

