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Altri autori (Persone)	RothenbuhlerEric W ComanMihai
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Nota di contenuto	Cover Page; Title; Copyright; Contents; Preface; Acknowledgments; 1. The Promise of Media Anthropology; Part I: Histories and Debates; 2. Media Anthropology: An Introduction; 3. The Profanity of the Media; 4. Proposal for Mass Media Anthropology; 5. Cultural Anthropology and Mass Media: A Processual Approach; Part II: Concepts and Methods; 6. Media Rituals: Beyond Functionalism; 7. Ritual Media: Historical Perspectives and Social Functions; 8. The Emergence of Religious Forms in Television; 9. The Church of the Cult of the Individual; 10. News as Myth: Daily News and Eternal Stories 11. News Stories and Myth-the Impossible Reunion?12. News as Stories; 13. Performing Media: Toward an Ethnography of Intertextuality; 14. Audience Ethnographies: A Media Engagement Approach; 15. Picturing Practices: Visual Anthropology and Media Ethnography; Part III: Events, Stories, Activities; 16. The Pope at Reunion: Hagiography, Casting, and Imagination; 17. Ground Zero, the Firemen, and the Symbolics of Touch on 9-11 and After; 18. Myths to

the Rescue: How Live Television Intervenes in History; 19. Finding Aids to the Past: Bearing Personal Witness to Traumatic Public Events 20. Telling What-a-Story News Through Myth and Ritual: The Middle East as Wild West21. CJ's Revenge: A Case Study of News as Cultural Narrative; 22. Ritualized Play, Art, and Communication on Internet Relay Chat; 23. The Anthropology of Religious Meaning Making in the Digital Age; 24. Weaving Trickster: Myth and Tribal Encounters on the World Wide Web; 25. The Mass Media and the Transformation of Collective Identity: Quebec and Israel; Part IV: Theory into Practice; 26. Activist Media Anthropology: Antidote to Extremist Worldviews 27. Speaking With the Sources: Science Writers and Anthropologists28. The Journalist as Ethnographer? How Anthropology Can Enrich Journalistic Practice; 29. Journalism Education and Practice; 30. The Public Sphere: Linking the Media and Civic Cultures; Index; About the Editors; About the Authors

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**Sommario/riassunto**

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An overview of anthropological approaches to the study of the mass media, this book identifies major concepts, methods & bibliography from current research.

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