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Nota di contenuto	Front matter -- Introduction: Discourse Analysis in (Mass) Communication Research / DIJK, TEUN A. VAN -- Part I. Introductions Surveys Theories -- Mass Media Discourse: Message System Analysis as a Component of Cultural Indicators / GERBNER, GEORGE -- Text, Discourse and Mass Communication / CONNELL, IAN / MILLS, ADAM -- Discourse and Media Influence / DAVIS, HOWARD . -- The Elements and Process of Communication Campaigns / SOLOMON, DOUGLAS S. / CARDILLO, BARBARA A. -- Structures of News in the Press / DIJ, TEUN A. VAN -- Advertisements / ROTZOLL, KIM . -- Information Retrieval and Text Analysis / HUTCHINS, W. JOHN -- Persuasion and Manipulation / HARRÉ, ROM -- International Communication / HAMELINK, CEES J. -- Part II Applications Extensions Critical Approaches -- Audio-Visual Analysis and a Grammar of Presentation Forms in News Programs: Some Mediasemiotic Considerations / BENTELE, GÜNTER -- Media Analysis of a Presidential Speech: Impersonal Identity Forms in Discourse / LERMAN, CLAIRE LINDEGREN -- Rhythmic Structure of the Film Text / LEEUWEN, THEO VAN -- Representations and Relations: Ideology and Power in Press and TV News / HARTLEY, JOHN / MONTGOMERY, MARTIN -- Local Radio in the Communication Environment of Ethnic Minorities in Britain / HUSBAND, CHARLES / CHOUHAN, JAGDISH . -- 'Coillons ... Shryned in an Hogges Toord': British News Media Discourse on 'Race' / DOWNING, JOHN D. .

-- Two Debates on Political Violence and the Mass Media: The
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