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Autore	Matsaganis Matthew D
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Altri autori (Persone)	Ball-Rokeach Sandra Katz Vikki S
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover; Brief Contents; Detailed Contents; Preface; PART I: Ethnic Media in Context; 1 - What Are Ethnic Media?; 2 - Ethnic Media in History; PART II: The Consumers; 3 - Immigrants and Their Media; 4- Ethnic Minorities and Their Media; PART III: The Producers; 5 - Ethnic Media Audience Trends and What Lies Behind the Numbers; 6 - Ethnic Media Organizations and Competition; 7 - Globalization and the Ethnic Media Organization; 8 - Policy and Ethnic Media Development; PART IV: Ethnic Media as Civic Communicators; 9 - Ethnic Media as Local Media 10 - Professional Challenges for Ethnic Media JournalistsPART V: The Future of Ethnic Media; 11 - Conclusion; References; Author Index; Subject Index; About the Authors
Sommario/riassunto	At present, the picture of the ethnic media is incomplete. There is very little material/research on how the media produced by ethnic communities, for ethnic communities affect (1) the perceptions of self and of the ethnic community & (2) how the production & consumption of ethnic media affects the character of the larger media landscape.