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Nota di contenuto	Frontmatter -- Contents -- The Internationales Zentralinstitut für das Jugend- und Bildungsfernsehen (IZI): 25 years as a mediator between theory and programme practice / Löhr, Paul -- The editors' preface / Bachmair, Ben / Charlton, Michael -- Theoretical and methodological frame of reference -- Reception research as structure analysis / Charlton, Michael / Neumann, Klaus -- Everyday life as the subject of television research / Bachmair, Ben -- Media research as symbol analysis / Müller-Doohm, Stefan -- Projects and studies -- The function of interpretation and expression in television experience and television symbolism / Bachmair, Ben -- Media analysis within an activity-context - Understanding a girl's activities and verbal images / Bachmair, Ben / Hofmann, Burkhard / Waasen, Michaela van / Hövel, Martina van den -- Media symbols and self-symbolisation - Steps taken by the child to overcome anxiety / Orlik, Waltraud / Charlton, Michael / Neumann, Klaus -- Change of scene. The scripts of the media industry in children's culture / Hengst, Heinz -- Hermeneutic case reconstruction in media research / Aufenanger, Stefan -- Children write viewers' letters / Charlton, Michael / Neumann, Klaus / Niemann, Mara -- Media-related education for parents and family counselling as an aid to socialisation in practical life - Some essentials / Rogge, Jan-Uwe -- The authors

