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Altri autori (Persone)	BlainNeil <1951-> HutchisonDavid <1944 Sept. 24->
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Nota di bibliografia	Includes bibliographical references (p. [271]-274) and index.
Nota di contenuto	PART I: FRAMING THE DISCUSSION 1. General Introduction 2. Representing and Constructing Scotland (Neil Blain & Kathryn Burnett) 3. Language/languages in the Scottish Media (John Corbett) 4. The Contemporary Communications Environment (Philip Schlesinger) PART II: HISTORY AND CONTEMPORARY CHALLENGES 5. Press (David Hutchison) 6. Broadcasting (Maggie Sweeney) 7. Cinema and Film (David Bruce) PART III: GENRES AND ISSUES 8. Television Drama (John Cook) 9. Scottish Soap Operas (Hugh O'Donnell) 10. Scottish Broadcast Comedy (Ian Mowatt) 11. Contemporary Issues in Scottish and Irish Screen Fiction (Sarah Neely) 12. The Media and Scottish Politics (Brian McNair, Mike Russell and Brian Wilson) 13. Gender (Myra Macdonald & Jane Sillars) 14. Race and Ethnicity (Anthea Irwin) 15. Scottish Media Sport (Raymond Boyle & Richard Haynes) 15. Gaelic, the Media and Scotland (Mike Cormack) 16. Popular Music and Popular Radio (Ken Garner).
Sommario/riassunto	This book brings together academics, writers and politicians to explore the range and nature of the media in Scotland. The book includes chapters on the separate histories of the press, broadcasting and cinema, on the representation and construction of Scotland, the contemporary communications environment, and the languages used in

the media. Other chapters consider television drama, soap opera, broadcast comedy, gender, the media and politics, race and ethnicity, gender, popular music, sport and new technology, the place of Gaelic, and current issues in screen fiction. The book offers a comprehensive picture of the media in Scotland and is the first to do so. It raises a number of important questions about how Scotland presents itself at home and abroad as well as analyzing questions of politics, economics and governance. Among the contributors are David Bruce, Myra Macdonald, Brian McNair, Hugh O'Donnell, Mike Russell, Philip Schlesinger and Brian Wilson.
