

1. Record Nr.	UNINA9910852995603321
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Titolo	Chapter Migranti e rappresentazioni. Linguaggio, integrazione, discriminazione
Pubbl/distr/stampa	Florence, : Firenze University Press, 2021
Descrizione fisica	1 electronic resource (22 p.)
Collana	Studi e saggi
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	Public discussion on migration is addressed through frame and signification processes in which journalistic production plays a crucial role. Compared to the past, more diversified and articulated frames are adopted in the current representation of migration. Publics grassroots productivity goes along and overlaps with journalistic contents. The chapter aims to investigate how discussion on migration develops, with a focus on the innovations introduced by digital technologies and social web and the new possibilities for access, participation and production of contents by the audience.