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Nota di contenuto	Book Cover; Title; Copyright; Dedication; Contents; Illustrations; Critiques; Preface; 1 The Essence of Criticism; 2 Critical Functions; 3 Criticism and the Communication Process; 4 Knowledge Processing; 5 Tonal and Talent Ingredients; 6 Stage-Molding Ingredients; 7 Business Gratifications; 8 Audience Gratifications; 9 Depiction Analysis; 10 Structural Analysis; 11 Probing Ethics and Values; 12 Aesthetics and Art; 13 The Logic of Aesthetic Form; 14 Reality Programming; 15 Composite Criticism; Appendix A: Specimen Scripts; Appendix B: Suggested Exercises; Notes; Index
Sommario/riassunto	Electronic Media Criticism introduces readers to a variety of critical approaches to audio and video discourse on radio, television and the Internet. The book applies key aesthetic, sociological, philosophical, psychological, structural and economic principles to arrive at a comprehensive evaluation of both programming and advertising content. It includes numerous critiques to illustrate the ways in which critical expression can be structured, providing readers with feasible and flexible tools for focused and rational analysis of electronic media product as well as enhanced underst

