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| 1. Record Nr. | UNINA9910714542003321 |
| Titolo | Bolivia: Political and Economic Developments and Relations with the United States (RL32580) [2009] |
| Pubbl/distr/stampa | Washington, D.C |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
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| 2. Record Nr. | UNINA9910958550703321 |
| Titolo | A handbook of qualitative methodologies for mass communication research / / edited by Klaus Bruhn Jensen and Nicholas W. Jankowski |
| Pubbl/distr/stampa | London ; ; New York : , : Routledge, , 1991 |
| ISBN | 1-134-93824-1
1-134-93825-X
1-280-33819-9
0-203-40980-9 |
| Edizione | [1st ed.] |
| Descrizione fisica | 1 online resource (287 p.) |
| Altri autori (Persone) | JankowskiNick
JensenKlaus Bruhn |
| Disciplina | 302.23/072 |
| Soggetti | Mass media - Research - Methodology
Humanities - Methodology
Social sciences - Methodology |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Note generali | Description based upon print version of record. |
| Nota di bibliografia | Includes bibliographical references (p. [232]-259) and indexes. |
| Nota di contenuto | Book Cover; Title; Contents; List of tables; List of contributors; Preface; Introduction: the qualitative turn; History; Humanistic scholarship as qualitative science: contributions to mass communication research; The qualitative tradition in social science inquiry: contributions to mass communication research; Systematics; Qualitative methods in the study |

of news; The creation of television drama; The interdisciplinary study of news as discourse; Textual analysis of fictional media content; Reception analysis: mass communication as the social production of meaning
Communication and context: ethnographic perspectives on the media audienceQualitative research and community media; Historical approaches to communication studies; Pragmatics; Studying events in their natural settings; Media, education, and communities; References; Index of names; Index of subjects

Sommario/riassunto

This is the first volume that covers the use of qualitative research methods in mass media research. Theoretical insights are incorporated from discourse analysis, ethnography and reception theory.
