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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover; Table of Contents; 1 - Introduction; 2 - The AIDS Public Education Campaign, 1986 -90; 3 - News Variations; 4 - AIDS and Television News; 5 - AIDS on Television: Form, Fact and Fiction; 6 - Sourcing AIDS News; 7 - Producing AIDS News; 8 - Media Impact on Public Beliefs about AIDS; 9 - Resisting the Message: The Extent and Limits of Media Influence; 10 - AIDS, the Policy Process and Moral Panics; 11 - Conclusion; Appendix: A Note on Method and Sample; References; Index
Sommario/riassunto	Using a detailed analysis of the struggle over representation during the AIDS crisis, 'The Circuit of Mass Communication' examines the entire process of interaction between the media and the social world.