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Main Source Learning From Television News

B. Gunter



Main Source Learning From Television News:

Interpreting Television News Gabi Schaap, 2009 Television news range among the most extensively investigated topics in communication studies The book contributes to television news research by focusing on whether and how news viewers who watch the same news program form similar or different interpretations The author develops a novel concept of interpretation based on cognitive complexity research He strongly argues that qualitative and quantitative research methods work best if they complement one another The Future of News Philip S. Cook, Douglas Gomery, Lawrence W. Lichty, 1992-04 Analyzing these and other trends The Future of News offers a thoughtful and provocative preview of the media's role in the coming century *The Cognitive Impact of Television News* B. Gunter, 2015-02-17 Research shows that while people around the world consistently nominate television as their most important news source much of the content of news bulletins is lost to viewers within moments In response Barrie Gunter argues that this can be explained by the way in which televised news is written packaged and presented **The Main Source** John P. Robinson, Mark R. Levy, 1986-05-01 The authors effectively challenge the myth that the public gets most of its news from television In a wide ranging study with European and US data they conclude that television is not the public's main source for news The Main Source uses innovative survey techniques to show that public understanding of news information is considerably higher than previous research has found and that television news presentation could be far more effective **Television** George Comstock, Erica Scharrer, 1999-04-15 Television What's On Who's Watching and What It Means presents a comprehensive examination of the role of television in one's life The emphasis is on data collected over the past two decades pointing to an increasing and in some instances a surprising influence of the medium Television is not only watched but its messages are attended to and well understood There is no shame in spending hours in front of the set in fact people over estimate the time they spend viewing Television advertising no longer persuades it sells by creating a burst of emotional liking for the commercial The emphases of television news determine not only what voters think about but also the presidential candidate they expect to support on election day Children and teenagers who watch a great deal of television perform poorly on standardized achievement tests and among the reasons are the usurpation of time spent learning to read and the discouragement of book reading Television violence frightens some children and excites others but its foremost effect is to increase aggressive behavior that sometimes spills over into seriously harmful antisocial behavior Incorporates social psychology political science sociology child development and the growing field of communications Presents tables and graphs clarifying theories and linking sets of data Paints concise portraits of the role of television in entertainment politics and child rearing Contains background for dozens of lectures and articles Contains a comprehensive bibliography of more than 1000 citations many recent AIDS Elizabeth Fee, Daniel M. Fox, 2023-09-01 When AIDS was first recognized in 1981 most experts believed that it was a plague a virulent unexpected disease They thought AIDS as a plague would resemble the great epidemics of the past it would be devastating

but would soon subside perhaps never to return By the middle 1980s however it became increasingly clear that AIDS was a chronic infection not a classic plague In this follow up to AIDS The Burdens of History editors Elizabeth Fee and Daniel M Fox present essays that describe how AIDS has come to be regarded as a chronic disease Representing diverse fields and professions the twenty three contributors to this work use historical methods to analyze politics and public policy human rights issues and the changing populations with HIV infection They examine the federal government s testing of drugs for cancer and HIV and show how the policy makers choice of a specific historical model chronic disease versus plague affected their decisions A powerful photo essay reveals the strengths of women from various backgrounds and lifestyles who are coping with HIV A sensitive account of the complex relationships of the gay community to AIDS is included Finally several contributors provide a sampling of international perspectives on the impact of AIDS in other nations When AIDS was first recognized in 1981 most experts believed that it was a plague a virulent unexpected disease They thought AIDS as a plague would resemble the great epidemics of the past it would be devastating but would soon subside perhaps neve Seducing America Roderick P. Hart,1999 These feelings have become television s distinctive currency postmodern tokens for a manifestly uncertain world Hart explores the considerable costs of this legacy for governance and urges that it be supplanted by a New Puritanism a set of community based attitudes badly needed in the nation at present **Social Meanings of News** Daniel A. Berkowitz,1997-03-05 What is news and why does it turn out the way it does These questions are addressed in this Reader Classic news studies representing several methodologies and approaches are presented to guide students in their initial exploration into the topics Berkowitz provides an orientation for a social approach to studying news departing from the premise that news is a human construction that gains its characteristics through the social world from which it emerges The first section of readings introduces a theoretical background for analyzing the sections that follow Each of the eight sections are clearly and concisely introduced by Berkowitz enabling students to interpret the salient points from and implications of representative articles in the field *The Media, Journalism and Democracy* Margaret Scammell,Holli Semetko,2018-01-17 This title was first published in 2000 Offering original insights into the relationship between media and democratic theory this volume brings together a renowned collection of international specialists who examine media and democracy professional journalism the anatomy of content and the current issues which concern both institutions Challenging conventional discourse this comprehensive collection contains the most incisive and informative articles on this fundamental subject **International Intervention** Michael Keren,Donald A. Sylvan,2014-04-04 National sovereignty defined as a nation s right to exercise its own law and practise over its territory is a cherished norm in the modern era and yet it raises great legal political and ethical dilemmas This study looks at the problems created by international intervention News of the World Klaus Bruhn Jensen,2003-12-16 This is the first in depth study of how television viewers around the world respond to the ever increasing mass of information available from news programmes Based on individual and

household interviews in seven countries including India Mexico Italy and Denmark the contributors examine the flow of news information across national and international borders

The Politics of Garbage Lawrence S. Luton, 2010-11-23 Increased environmental awareness more demands on local governments a newly invigorated citizen activism and a decaying and overburdened infrastructure have made taking care of our garbage one of the major policy making challenges facing local communities Luton uses the case study of Spokane WA to analyze the public administration and socio political context of solid waste policy making Luton's thorough exploration of Spokane's experience as opens a window onto contemporary issues of solid waste management as well as the complex social and political environment in which public administrators must operate His integration of systems theory in the analysis adds to the book's value as a teaching tool for courses on policy making urban planning public administration and the environment He examines the complex combination of ecological political social and relational dynamics that affect such policies providing insight into inter governmental public policy making

Popular Culture and Law Richard K. Sherwin, 2017-07-05 What are the consequences when law's stories and images migrate from the courtroom to the court of public opinion and from movie television and computer screens back to electronic monitors inside the courtroom itself What happens when lawyers and public relations experts market notorious legal cases and controversial policy issues as if they were just another commodity What is the appropriate relationship between law and digital culture in virtual worlds on the Internet In addressing these cutting edge issues the essays in this volume shed new light on the current status and future fate of law truth and justice in our time

Television Versus the Internet Barrie Gunter, 2010-09-01 This book will explore the questions raised by the technological developments that have encouraged the multiplication of TV channels TV is moving through a period of rapid change Governments around the world are switching from analogue to digital forms of transmission to further expand the amount of content that TV signals can carry At the same time competition for eyeballs has also grown from outside that traditional marketplace with the emergence of the Internet The roll out of broadband and increased bandwidth has had the greatest impact on television because online technology can readily convey the same content All these changes have created a great deal more competition for viewers within the traditional TV marketplace The Internet has proven to be especially popular with young people who have adopted its applications to a far greater extent than their elders though even the latter have now begun to take up online activities in significant numbers Are these audiences the same Do people make a choice between these two media or do they use them both at different times and for different reasons Can television utilise the Internet in profitable ways to enhance its market position Will television have to evolve from its current state to provide the kinds of content reception services to which people have become accustomed in the online world If it does need to change to survive will this nevertheless mean a radical new configuration of content and the disappearance of channels with fixed pre determined programme schedules Examines the implications of new interactive communications technologies for the way people will use television in the future Presents

an analysis of changing styles of television viewing and changing orientations towards television Examines the growing importance of the broadband internet as a source of information and entertainment *Political Communication* Richard M. Perloff, 2013-10-18 In this political communication text Richard M Perloff examines the various ways in which messages are constructed and communicated from public officials and politicians through the mass media to the ultimate receivers the people With a focus on the history of political communication he provides an overview of the most significant issues in the study of politics and the media In addition to synthesizing facts and theories and highlighting the scholarly contributions made to the understanding of political communication effects *Political Communication* addresses such factors as the rhetorical accomplishments of American presidents the ongoing tangles between the press and the presidency and the historical roots of politics as it is practiced and studied today It also addresses major issues about the press and politics that continually resurface such as question of press bias and the use and manipulation of media by politicians to accomplish national goals As a comprehensive and engaging introduction to contemporary political communication this volume provides all readers with a historical perspective on American politics and press and offers a unique appreciation of the strengths and virtues of political communication in America *Handbook of Political Communication Research* Lynda Lee Kaid, 2004-07-19 This volume brings together the major thrusts of research and theory in political communication For scholars researchers students in political communication mass communication and political science and for readers in public opinion political psychol **Ratings Analysis** James Webster, Patricia Phalen, Lawrence Lichty, 2013-10-30 This 4th edition of *Ratings Analysis* describes and explains the current audience information system that supports economic exchange in both traditional and evolving electronic media markets Responding to the major changes in electronic media distribution and audience research in recent years *Ratings Analysis* provides a thoroughly updated presentation of the ratings industry and analysis processes It serves as a practical guide for conducting audience research offering readers the tools for becoming informed and discriminating consumers of audience information This updated edition covers International markets reflecting the growth in audience research businesses with the expansion of advertising into new markets such as China Emerging technologies reflecting the ever increasing ways to deliver advertising electronically and through new channels social media Hulu Illustrates applications of audience research in advertising programming financial analysis and social policy Describes audience research data and summarizes the history of audience measurement the research methods most often used and the kinds of ratings research products currently available and Discusses the analysis of audience data by offering a framework within which to understand mass media audiences and by focusing specifically to the analysis of ratings data Appropriate for all readers needing an in depth understanding of audience research including those working in advertising electronic media and related industries *Ratings Analysis* also has much to offer academics and policy makers as well as students of mass media **White House Studies Compendium** Robert W. Watson, 2007 brings together piercing analyses of the American

presidency dealing with both current issues and historical events The compendia consists of the combined and rearranged issues of the journal White House Studies with the addition of a comprehensive subject index Preface

The BBC and the Public Barrie Gunter, 2024-10-23 This book examines the relationship between the public and the BBC in terms of public use of the BBC and their attitudes towards it These audience research measures are being used as metrics to assess the value of the BBC to the UK public Some of the attitudinal measures address perceptions of the BBC's outputs and some examine public views about the way the BBC is funded and managed The book has been written at a time when the BBC reached its centenary and also the mid point of its latest Royal Charter period At the time of writing the government had begun a mid term review of its performance as judged by its attainment of objectives set out in that Charter The Secretary of State for Digital Culture Media and Sport at the time of the mid term review had spoken and written openly about abolishing the TV licence fee and the introduction of a new funding model for the BBC that would be implemented in its new Royal Charter due to be enacted in 2027 Against this backdrop this book examines public opinion about the funding of the BBC and then looks at changing media consumption habits and how these have affected patronage of the BBC's outputs Ultimately a decision must be taken about the kind of national broadcaster the UK both is government and its citizens would like to keep in the future Changing the funding model without first defining what the BBC should do and how it should be structured and resourced to do it could result in a messy solution that satisfies and benefits no one

The Dynamics of Political Communication Richard M. Perloff, 2025-07-17 This fully updated fourth edition continues to provide comprehensive coverage of communication and politics again focusing on the way politics and media impact democracy The book explores the intersection between politics and communication drawing from leading scholarship in communication political science and political psychology It describes the nature of today's political media political socialization key media effects such as agenda setting and framing myths biases and facts in political news political advertising and presidential debates This edition includes new and expanded discussions of free speech and misinformation on social media presidential rhetoric the 2022 and 2024 election campaigns and the January 6th investigation narrative It also examines international examples such as the Ukraine War populism in Hungary and Turkey Russian propaganda and TikTok The book is ideally suited for upper level undergraduate and graduate political communication courses in communication journalism and political science programs This edition again features online resources with links to relevant news articles videos or other online materials For instructors an instructor's manual including sample syllabi chapter outlines sample discussion questions sample test questions and lecture slides are also provided Access the support materials at www.routledge.com/9781032613130

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