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Movies as Mass Communication Garth S. Jowett, James M. Linton, 1989-09 Since the publication of the first edition of Movies as Mass Communication in 1980 cinema has been incorporated into academic discussions of the mainstream mass media Most introductory media and society courses now include a section on the cinema In this second edition Professors Jowett and Linton address both the persistent tendency to position the cinema as a separate form of entertainment with a specialized audience and the extensive interrelationships between the cinema and other media The authors also examine the economic sociological psychological and political aspects of film **Prime-Time Television** Muriel G. Cantor, Joel M. Cantor, 1992 Using multiple methods the authors of this classic text now in its Second Edition present a broad historical and systematic model showing the interaction of the various social legal economic political and organizational factors which ultimately lead to the evening network fare in the United States The book discusses fundamental changes in televison including production and distribution the loss of viewers to cable and video the reduction of television regulations and the contraction of segments of viewing audiences A look at television drama as both an economic commodity and a cultural construct reveals the creative struggle and financial negotiations among a variety of different sectors The Television News Interview Akiba A. Cohen, 1987-06 How and why does television news interviewing differ from country to country In this comparative study of the news in the UK the US Israel and West Germany Cohen shows that while the structure and content of TV news is very similar interviews reflect political social and cultural factors Cohen examines news interviewing

from theoretical empirical and practical perspectives Through a comprehensive literature review content analysis and personal interviews with reporters he demonstrates that news interviews should be viewed as social constructs Publisher Examining Newspapers Gerald C. Stone, 1987-06 Examining Newspapers reviews recent significant findings about newspapers and the newspaper industry Arranged in chapters from news gathering through writing editing management readership and audience effects this insightful volume focuses on continuing important themes in newspaper research The author presents key studies and synthesizes their results to draw conclusions concerning what current research tells us about publishing audience relevant information and about competing successfully for people s time and dollars In addition the volume is extensively referenced to lead readers back to the original research articles from which answers have been drawn Bibliography of Media Management and Economics Rita M. Du Charme, 1988 **Digital Libraries** Tatjana Aparac, 1999 Criticizing the Media James B. Lemert, 1989-03 Criticizing the Media demonstrates in specific and practical ways how much has been missed by ignoring empirically based criticism of the media and how social science techniques can be used to evaluate and criticize the performance of present and future news media Employing actual case studies and examples of empirically based criticism Lemert discusses the application of empirical techniques to major unanswered issues facing the news media suggests how to think about doing such research in the future and considers new questions critics should be asking about the news media. He demonstrates how to do empirical research in the news media area as well as how to recognize and understand criticisms based on these findings Precision Journalism David Pearce Demers, David Demers, Suzanne Nichols, 1987-06 Precision Journalism introduces professional journalists and students to quantitative research methods essential to their work It is a comprehensive and accessible guide to news gathering techniques such as public opinion polling and content analysis Step by step the elements and procedures of social research are clearly and concisely described This practical volume is an ideal text supplement for journalism courses and an easy to use reference tool for working journalists Books in Print ,1987 Media Economics Robert G. Picard, 1989-10 The media of Western Europe and the US are for the most part capitalist ventures operated by private parties for the purpose of generating profit and are thus subject to the operational principles of the market system Even non profit orientated media such as public broadcasting are influenced <u>Understanding Video</u> Jarice Hanson, 1987-06-01 Understanding Video examines the aesthetic perceptual and practical uses of new video technologies Bringing together social and theoretical perspectives Hanson shows us ways of understanding both the content and form of this important medium She considers video as a form of visual communication and discusses the impact of video technology in the arts in industry and in the home She also develops a theory of video communication IO. Journalism Quarterly, 1988 Includes section Book reviews and other bibliographical material **Television in America** George Comstock, 1991-08-12 This new substantially revised edition of a classic text on television features updated statistics issues and topics including descriptions and analysis of emerging technologies The

author synthesizes three decades of empirical research theory and speculative extrapolation to examine the political social and economic forces shaping television There is explicit historical coverage of the development of the three major programming genres entertainment news and sports and of television as a whole in terms of distinctive major technological developments competitive forces audience behaviour and programming **Communication Research**,1988 <u>American Book Publishing Record</u>,1987

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