

Television in America (Commtext Series)

Comstock, George A.

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Television In America Commtext Series

Arthur Asa Berger



Television In America Commtext Series:

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 *Monographic Series* Library of Congress,1980 **Social Research in Communication and Law** Jeremy Cohen,Timothy Gleason,1990 It is not unusual for communication and media researchers to study law or legal issues nor is it uncommon for legal scholars to study communication law But it is something of a departure for the two to come together as has been accomplished in this innovative volume Social Research in Communication and Law is a practical guide for conducting research involving both legal and communication questions Offering rich citations and examples from existing literature this engaging volume shows communication law scholars how to make more effective use of the methodologies employed in communication science Topics addressed include reconciling communication and law social research approaches to libel and theories pertaining to freedom of **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 television 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 **Binary Oppositions in American Society and Culture** Arthur Asa Berger,2024-02-06 This book which explores the social psychological cultural and political significance of the concept of binarism is intertextual in nature and borrows from the ideas and writings of scholars whose ideas help us understand binarism and from some modified and updated versions of my previous writings The concept of intertextuality is derived from the writings of the Russian communications theorist M M Bakhtin and his theories about dialogism which are of central importance in this book Intertextuality is a concept that refers to the interconnectedness of texts where one text refers to quotes or incorporates elements from another text It is the idea that no text exists in isolation but it is influenced by and refers to other texts that came before it Binaries is also multi disciplinary and is a cultural studies analysis that uses semiotics psychoanalytic theory sociological theory and Marxist theory to investigate the role binary oppositions play in shaping American culture character and society **Library of Congress Catalogs** Library of Congress,1981 *Television and Sponsorship* Bianca Ford,James

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