

Television in America (Commtext Series)

Comstock, George A.

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Television In America Commtext Series

David O. Whitten



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 *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

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 **Monographic Series** Library of Congress,1980 **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 *Library of Congress Catalogs* Library of Congress,1981 [A - Airports](#) British Library,2012-05-21 No

detailed description available for A Airports **Television and Sponsorship** Bianca Ford,James Ford,1993 Offers a comprehensive and challenging picture of the past present and future role of sponsorship on television This book is intended for TV and marketing professionals wishing to devise successful sponsorship strategies for the future **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 description *Television and Children* Aimee Dorr,1986-04 Aim ac ee Dorr examines children s interaction with television emphasizing the child s active role in making sense of television She discusses specific examples of programmes watched by children the sense they make of advertising and programming what children know about the medium what a formal feature is what effects television can have how effects are studied and what literacy curricula look like **Film - An International Bibliography** Malte Hagener,Michael Töteberg,2016-12-16 Kommentierte Bibliografie Sie gibt Wissenschaftlern Studierenden und Journalisten zuverl ssig Auskunft ber rund 6000 internationale Ver ffentlichungen zum Thema Film und Medien Die vorgestellten Rubriken reichen von Nachschlagewerk ber Filmgeschichte bis hin zu Fernsehen Video Multimedia

Through Jaundiced Eyes William Puette,2018-08-06 A ground breaking study of the Hadrami community in Indonesia The book considers the evolution of Indonesian Arab identity in the context of the rise of nationalism throughout Southeast Asia during the early twentieth century *Recording for the Blind & Dyslexic, ... Catalog of Books* ,1996 *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

Performing Arts Books, 1876-1981 ,1981 **Pakistan Television Drama and Social Change** Nasrīn Parvez,1998

The Research Process Myrtle S. Bolner,Gayle A. Poirier,2004 **Infrastructure and Services** David O. Whitten,2000-06-30 Provides a consolidated history of U S business and a guide to a plethora of information sources indicating what is useful and what is not 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. *Telecommunications Update* ,

Television In America Commtext Series Book Review: Unveiling the Magic of Language

In an electronic digital era where connections and knowledge reign supreme, the enchanting power of language has become more apparent than ever. Its ability to stir emotions, provoke thought, and instigate transformation is truly remarkable. This extraordinary book, aptly titled "**Television In America Commtext Series**," compiled by a very acclaimed author, immerses readers in a captivating exploration of the significance of language and its profound effect on our existence. Throughout this critique, we will delve to the book is central themes, evaluate its unique writing style, and assess its overall influence on its readership.

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