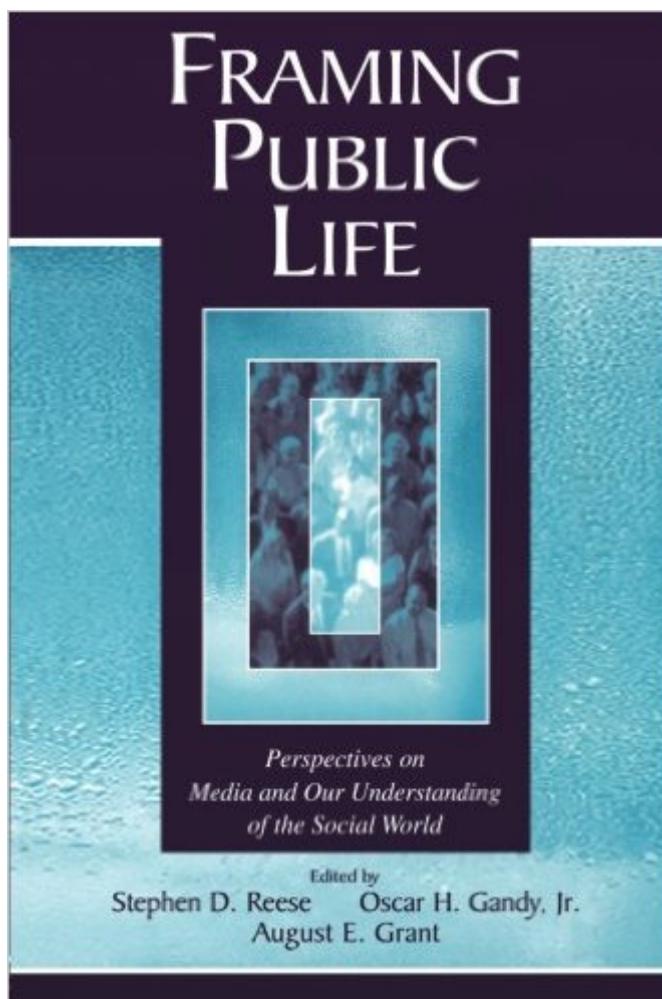


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Framing Public Life: Perspectives On Media And Our Understanding Of The Social World (Routledge Communication Series)



Synopsis

This distinctive volume offers a thorough examination of the ways in which meaning comes to be shaped. Editors Stephen Reese, Oscar Gandy, and August Grant employ an interdisciplinary approach to the study of conceptualizing and examining media. They illustrate how texts and those who provide them powerfully shape, or "frame," our social worlds and thus affect our public life. Embracing qualitative and quantitative, visual and verbal, and psychological and sociological perspectives, this book helps media consumers develop a multi-faceted understanding of media power, especially in the realm of news and public affairs.

Book Information

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This book is absolutely indispensable for anyone who works with framing research. As a collection of methods from some of the leading framing researchers in the social sciences, it will help you figure out the best way to construct your own methodology based on a number of concerns and factors, and help you figure out how to balance quantitative and qualitative measures while deciding exactly how you will understand what a frame to be in your project. A must have.

The book is new ;) very good product. Deliver is good. Thanks for all. I will buy another occasion ;)

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