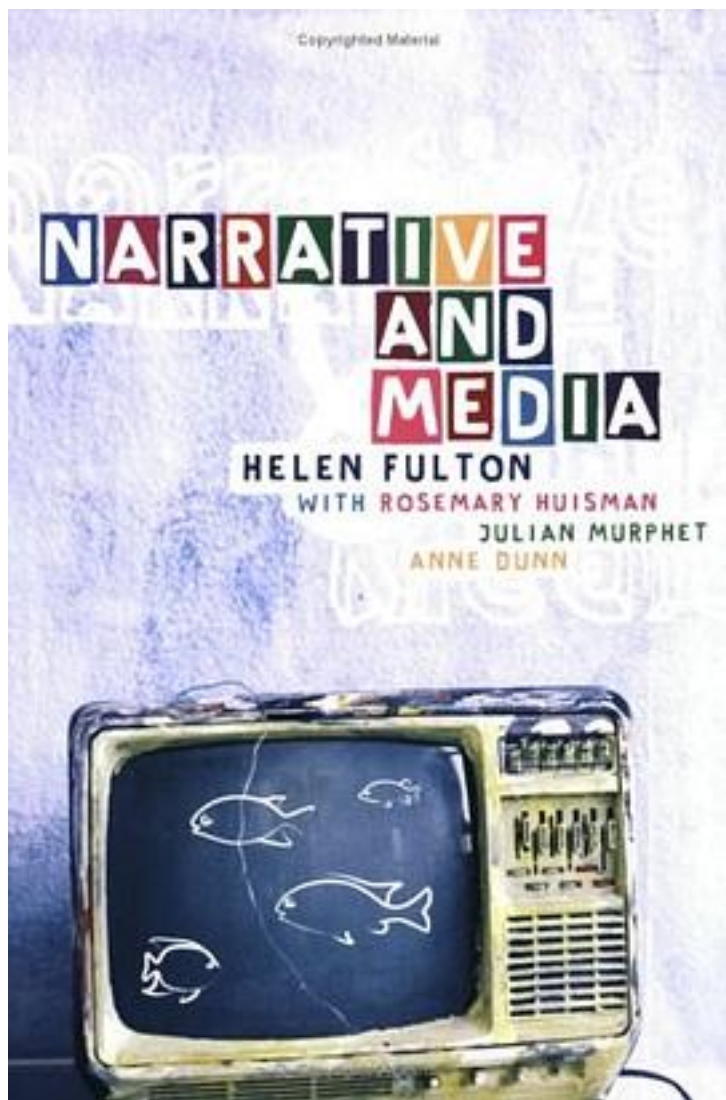


Narrative and Media (v. 1)



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著者:Rosemary Huisman

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Narrative and Media, first published in 2006, applies narrative theory to media texts, including film, television, radio, advertising, and print journalism. Drawing on research in structuralist and post-structuralist theory, as well as functional grammar and image analysis, the book explains the narrative techniques which shape media texts and offers interpretive tools for analysing meaning and ideology. Each section looks at particular media forms and shows how elements such as chronology, character, and focalization are realized in specific texts. As the boundaries between entertainment and information in the mass media continue to dissolve, understanding the ways in which modes of story-telling are seamlessly transferred from one medium to another, and the ideological implications of these strategies, is an essential aspect of media studies.

作者介绍:

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