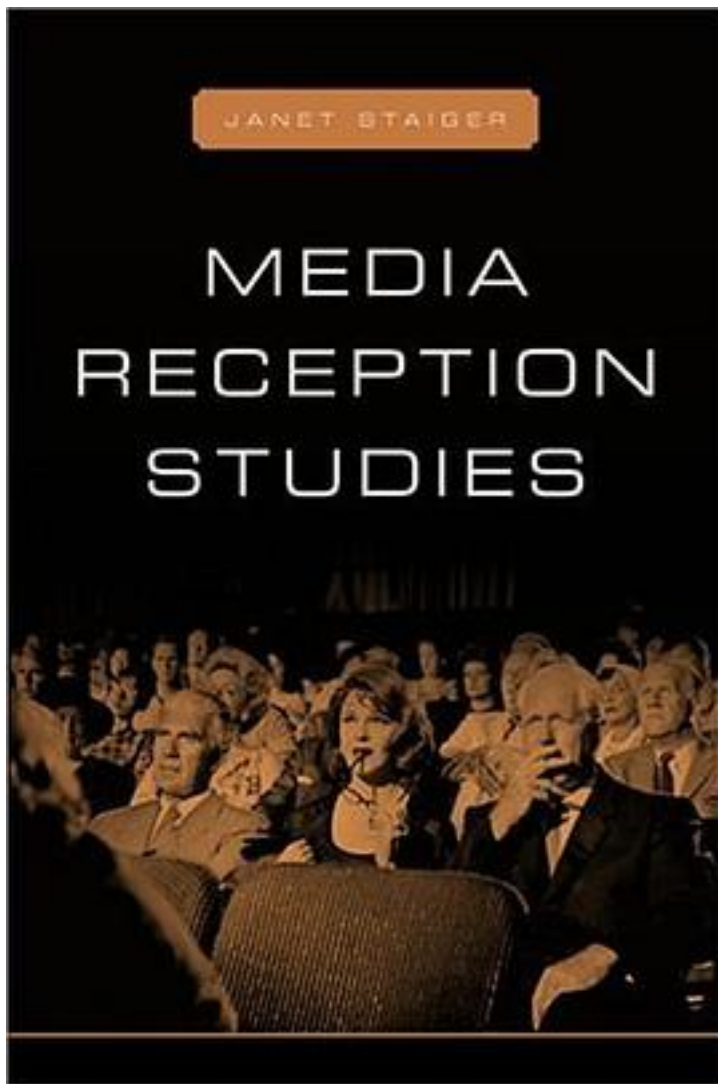


Media Reception Studies



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著者:Staiger, Janet

出版者:New York Univ Pr

出版时间:2005-7

装帧:HRD

isbn:9780814781340

Media Reception Studies broadly surveys the past century of scholarship on the ways in which audiences make meaning out of mass media. It synthesizes in plain language social scientific, linguistic, and cultural studies approaches to film and television as communication media. Janet Staiger traverses a broad terrain, covering the Chicago School, early psychological approaches, Soviet theory, the Frankfurt School, mass communication research and critical theory, linguistics and semiotic theory, social-psychoanalytical research, cognitive psychology, and cultural studies. She offers these theories as a set of tools for understanding the complex relationships between films and their audiences, TV shows and their viewers. She explains such questions as the behavior of fans; the implications of gender, sexuality, and race/ethnicity with regard to the media; the effect of violence, horror, and sexually explicit images on viewers; and the place of memory in spectatorship. Providing an organized and lucid introduction to a staggering amount of work, Media Reception Studies is an indispensable resource for anyone interested in understanding the effects of mass media.

作者介绍:

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标签

传媒

评论

涵盖了主要的方法、流派和著作。媒体受众研究应该从这本看起，可以大大降低弯路的可能性。

这一本可以和 the handbook of media audience 结合起来看，一个侧重具体理论和方法论，一个在研究方向和结构上给予指引。不过觉得这本作者挺牛的。/搞学术神马的最有趣之处就是不经意间看到感兴趣的部分简直停不下来，然后清晰地解释了什么叫slash简直是业界良心，我看到第三本这才找到直接定义。还有cult film，原来我是个cultist，哇哈哈~

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书评

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