

North/south, East/west



NORTH/SOUTH, EAST/WEST

MAPPING ITALIANNESS ON TELEVISION

MICHELA ARDIZZONI



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出版者:

出版时间:2007-10

装帧:

isbn:9780739115763

North/South, East/West focuses on the visual and discursive representation of identity promoted by public and private Italian national television at the turn of the twenty-first century. Michela Ardizzoni examines the role of politics, conglomeration, immigration, and satellite technology in framing discourses of gender, ethnic, and regional identities. In a time of social and political change for Italy, characterized by the increased visibility of ethnic minorities and the rise to political power of Silvio Berlusconi, Italy's largest media mogul, North/South, East/West provides an in-depth textual analysis of current programs and their vision of identity.

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