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the culmination of a decade of fruitful research on a new way of looking at mass communication effects one that links the uses and gratifications approach with content analysis audience research social and media criticism and literature on popular culture implications for study methodological and ideological issues and future research directions are also presented

the volume provides original research and analyses of the multi faceted conceptual and verbal process es of irony key topics explored include interdisciplinary perspectives and approaches to the study of irony collectively the papers examine irony from psychology embodiment studies philosophy cognitive linguistics the connection and impact of irony on culture and media communication different approaches to verbal irony and others ultimately attempting to model the mechanisms underlying ironic forms and the psycholinguistic motivations for their investigation the comprehensive treatment of these issues is fundamental for future research on irony and related phenomena particularly on questions of its usage the diversity and or unity of irony and ultimately the interrelationships between figurative thought and language

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this book constitutes the refereed proceedings of the 4th mediterranean conference on pattern recognition and artificial intelligence medprai 2020 held in hammamet tunisia in december 2020 due to the covid 19 pandemic the conference was held online the 24 revised papers presented were thoroughly reviewed and selected from 72 submissions the papers are covering the topics of recent advancements in different areas of pattern recognition and artificial intelligence such as statistical structural and syntactic pattern

recognition machine learning data mining neural networks computer vision multimedia systems information retrieval etc

mediated messages flood our daily lives through virtually endless choices of media channels genres and content however selectivity determines what media messages we attend to and focus on the present book examines the factors that influence this selectivity seminal books on selective media exposure were published in 1960 by klapper and in 1985 by zillmann and bryant but an integrated update on this research field is much needed as rigorous selective exposure research has flourished in the new millennium in the contexts of political communication health communication internet use entertainment consumption and electronic games the crucial question of how individuals choose what content they consume has garnered much attention the present book integrates theories and empirical evidence from these domains and discusses the related research methodologies in light of the ever increasing abundance of media channels and messages selective exposure has become more important than ever for media impacts this monograph provides a comprehensive review of the research on selective exposure to media messages which is at the heart of communication science and media effects it is required reading for media scholars and researchers and promises to influence and inspire future research

international media research offers a rigorous and critical review of key approaches and concerns that have recently defined the field of media research in this clearly argued collection of essays the contributors analyze and reflect upon dominant themes and debates that have made media research an increasingly important element of cultural theory the volume begins with a critical evaluation of the work of the leading media scholar elihu katz and continues with an exploration of the relationship between media studies and adjacent disciplines cultural studies and gender and sexuality contributors drawn from britain america canada and belgium consider the relationships between media research and media policy in different national and international contexts focusing on the european union east central europe north america and latin america chapters assess the impact of social economic and political circumstances on policy debates and the shaping of the research agenda the final chapter adopts a transatlantic

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