

Contents

<i>Acknowledgements</i>	vi
<i>Editors' introduction</i>	1
<i>Part I Radio and Television</i>	
1 Death of a premier: consensus and closure in international news H. DAVIS AND P. WALTON	8
2 The social background of the language of radio G. LEITNER	50
3 Dominant discourse: the Institutional Voice and control of topic C. L. LERMAN	75
4 Cultural transformations: the politics of resistance D. MORLEY	104
<i>Part II Printing and the Press</i>	
5 Linguistic and ideological transformations in news reporting G. KRESS	120
6 'The economy': its emergence in media discourse M. EMMISON	139
7 'Reality' East and West W. PISAREK	156

Part III Advertisements

- 8 Myth in cigarette advertising and health promotion
S. CHAPMAN AND G. EGGER 166
- 9 How is understanding an advertisement possible?
T. PATEMAN 187
- 10 Understanding advertisers
K. MYERS 205

Part IV Photography

- 11 Seeing sense
V. BURGIN 226
- 12 Marketing mass photography
D. SLATER 245

Part V Problems of Evidence and Methodology

- 13 Textuality, communication and media power
J. CORNER 266
- 14 Some constructs for analysing news
P. L. JALBERT 282

References 300

List of contributors 312

Index 314