



Gêneros televisivos e modos de endereçamento no telejornalismo (Portuguese Edition)

Itania Maria Mota Gomes

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Este livro tem como objeto de estudo a interpretação do telejornalismo a partir dos conceitos de gênero televisivo e modos de endereçamento, analisando os elementos textuais, visuais e sonoros, assim como a configuração interna dos programas. Reúne artigos de onze autores distintos, que analisam os seguintes programas: Roda Viva, Jornal da MTV, Globo Rural, Cidade Alerta, Globo Repórter, Profissão Repórter, Repórter Brasil, Balanço Geral, Jornal da Massa e Fantástico. Para abrir o livro, um artigo sobre a metodologia de análise do telejornalismo, da organizadora Itania Gomes.

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