Appropriation of News Media Content: A Key Mode of Online Participation

ICA 2011 – Boston, MA
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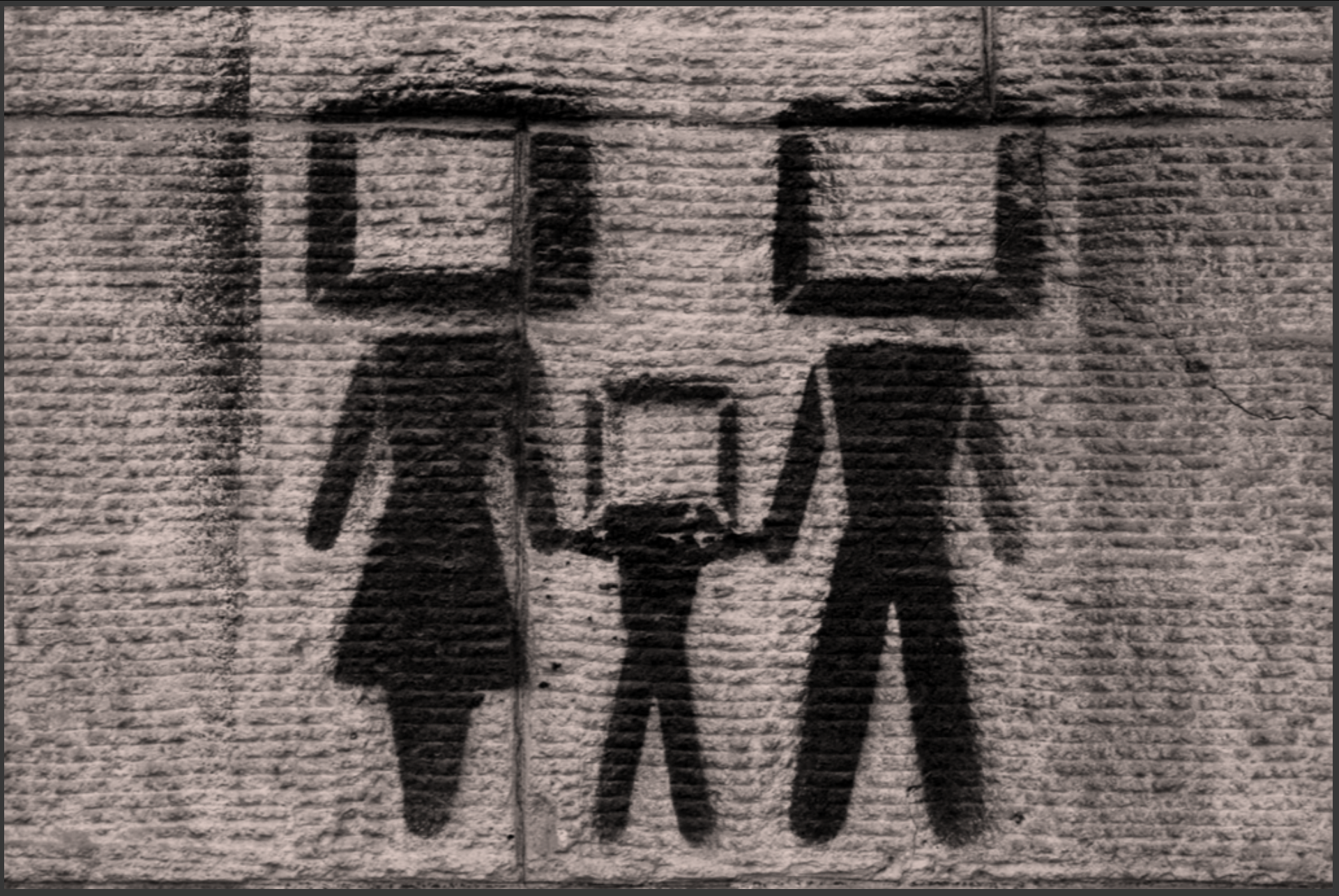
Media Effects



The Active Audience Paradigm

- Stuart Hall: encoding-decoding
- John Fiske: polysemy
- Sonia Livingstone: active audience

Technological Transformations

Modes of Appropriation

Cultural Objects

Technology

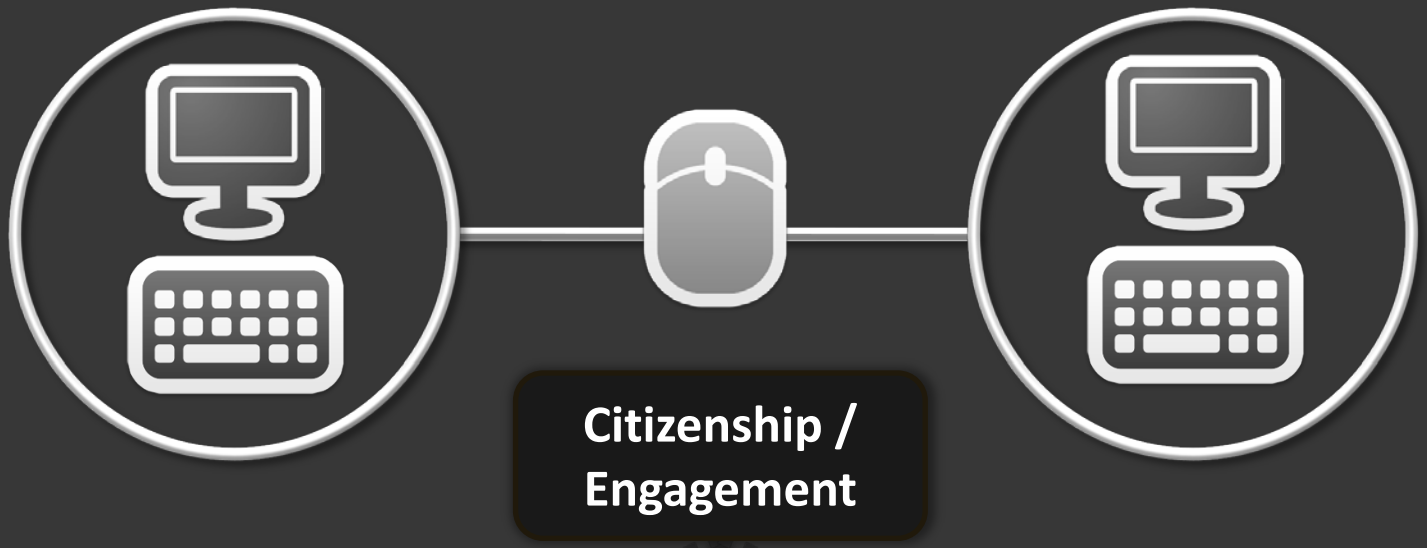
Media Texts

Appropriation of News: Framing

Appropriation of News: Aggregation

Appropriation of News: Distribution

Defining Online Engagement



Citizenship / Engagement

Minimalist: constructing meaning

Maximalist: producing meaning

Example: Alhambra Source

ALHAMBRA SOURCE

community news and voices • 社區新聞與論談 • noticias y voces de la comunidad

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Alhambra: don't let anger and resistance sideline us

Most Alhambra residents appear not to want the high-speed rail to pass through our city, and understandably so, but we need to be careful not to be excluded from the planning process.

by Neel Garlapati, Community Contributor, September 8, 2010

SUGGEST A STORY

COMMUNITY EVENTS

All Events

NEWS/VIEWS

1 of 9

How does Alhambra's City Manager's salary rank?

Attorney General Brown has vowed to look into city manager salaries of more than $300,000. More than 16 managers make that much in California -- but not in Alhambra.

September 21, 2010

Can a cop talk on a cell phone? What's going on with recycling thieves?

The Alhambra Source starts a new series today where we ask your questions to the Alhambra Police Department.

September 16, 2010

High-Speed Rail Authority promises no schools would be affected

A representative of the high-speed rail that would connect San Francisco to San Diego and may run on or near the 10 Freeway assured AUSD authorities that no schools would be in its path.

by Kerrie Gutierrez, Community Contributor, September 15, 2010

New steps in opposition to High-Speed Rail

A meeting with a representative will be held tonight, and a regional meeting will be held October 6

September 14, 2010

NEWSLETTER SIGNUP

SIGNUP

IN THE NEWS

1 of 9

FOOTBALL: Mendoza lifts Alhambra past Temple City
Pasadena Star-News
September 21, 2010

A celebration of China in the San Gabriel Valley
LA Times
September 20, 2010

Massage workers sue former boss for sexual harassment and assault (previously reported in the Alhambra Source)
Pasadena Star-News
September 19, 2010

New community health center opened in Alhambra
World Journal (中文)
September 18, 2010

www.alhambrasource.org

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