

[Get Print Book](#)

Common Knowledge: News and the Construction of Political Meaning (American Politics and Political Economy Series)

By W. Russell Neuman, Marion R. Just, Ann N. Crigler

[Download](#)[Read Online](#)

Common Knowledge: News and the Construction of Political Meaning (American Politics and Political Economy Series) By W. Russell Neuman, Marion R. Just, Ann N. Crigler

Photo opportunities, ten-second sound bites, talking heads and celebrity anchors: so the world is explained daily to millions of Americans. The result, according to the experts, is an ignorant public, helpless targets of a one-way flow of carefully filtered and orchestrated communication. *Common Knowledge* shatters this pervasive myth. Reporting on a ground-breaking study, the authors reveal that our shared knowledge and evolving political beliefs are determined largely by how we actively reinterpret the images, fragments, and signals we find in the mass media.

For their study, the authors analyzed coverage of 150 television and newspaper stories on five prominent issues—drugs, AIDS, South African apartheid, the Strategic Defense Initiative, and the stock market crash of October 1987. They tested audience responses of more than 1,600 people, and conducted in-depth interviews with a select sample. What emerges is a surprisingly complex picture of people actively and critically interpreting the news, making sense of even the most abstract issues in terms of their own lives, and finding political meaning in a sophisticated interplay of message, medium, and firsthand experience.

At every turn, *Common Knowledge* refutes conventional wisdom. It shows that television is far more effective at raising the saliency of issues and promoting learning than is generally assumed; it also undermines the assumed causal connection between newspaper reading and higher levels of political knowledge. Finally, this book gives a deeply responsible and thoroughly fascinating account of how the news is conveyed to us, and how we in turn convey it to others, making meaning of at once so much and so little. For anyone who makes the news—or tries to make anything of it—*Common Knowledge* promises uncommon wisdom.

[Download Common Knowledge: News and the Construction of Political Meaning ...pdf](#)[Read Online Common Knowledge: News and the Construction of Political Meaning](#)

[...pdf](#)

Common Knowledge: News and the Construction of Political Meaning (American Politics and Political Economy Series)

By W. Russell Neuman, Marion R. Just, Ann N. Crigler

Common Knowledge: News and the Construction of Political Meaning (American Politics and Political Economy Series) By W. Russell Neuman, Marion R. Just, Ann N. Crigler

Photo opportunities, ten-second sound bites, talking heads and celebrity anchors: so the world is explained daily to millions of Americans. The result, according to the experts, is an ignorant public, helpless targets of a one-way flow of carefully filtered and orchestrated communication. *Common Knowledge* shatters this pervasive myth. Reporting on a ground-breaking study, the authors reveal that our shared knowledge and evolving political beliefs are determined largely by how we actively reinterpret the images, fragments, and signals we find in the mass media.

For their study, the authors analyzed coverage of 150 television and newspaper stories on five prominent issues—drugs, AIDS, South African apartheid, the Strategic Defense Initiative, and the stock market crash of October 1987. They tested audience responses of more than 1,600 people, and conducted in-depth interviews with a select sample. What emerges is a surprisingly complex picture of people actively and critically interpreting the news, making sense of even the most abstract issues in terms of their own lives, and finding political meaning in a sophisticated interplay of message, medium, and firsthand experience.

At every turn, *Common Knowledge* refutes conventional wisdom. It shows that television is far more effective at raising the saliency of issues and promoting learning than is generally assumed; it also undermines the assumed causal connection between newspaper reading and higher levels of political knowledge. Finally, this book gives a deeply responsible and thoroughly fascinating account of how the news is conveyed to us, and how we in turn convey it to others, making meaning of at once so much and so little. For anyone who makes the news—or tries to make anything of it—*Common Knowledge* promises uncommon wisdom.

Common Knowledge: News and the Construction of Political Meaning (American Politics and Political Economy Series) By W. Russell Neuman, Marion R. Just, Ann N. Crigler Bibliography

- Sales Rank: #723485 in Books
- Published on: 1992-10-15
- Released on: 1992-10-15
- Original language: English
- Number of items: 1
- Dimensions: 8.50" h x .60" w x 5.50" l, .56 pounds
- Binding: Paperback
- 190 pages

 [Download Common Knowledge: News and the Construction of Pol ...pdf](#)

 [Read Online Common Knowledge: News and the Construction of P...pdf](#)

Download and Read Free Online Common Knowledge: News and the Construction of Political Meaning (American Politics and Political Economy Series) By W. Russell Neuman, Marion R. Just, Ann N. Crigler

Editorial Review

From Publishers Weekly

In this ponderous but informative study, the authors argue that experts who see the public as a passive audience for the media or as uninformed voters ignore the complex ways in which people think about public issues. The authors conducted interviews and surveys regarding five current issues--including drug abuse and the 1987 stock market crash--to determine how people analyze information from newspapers, news magazines and television news programs. From these they conclude that people invoke morality more often than the media do. They found, contrary to accepted wisdom, that television is not the cause of public ignorance; rather, people who have "lower cognitive skills" are more likely to seek news from television. What people learn from the media, the authors suggest, depends on their skills and education. They conclude that the media should present "less salient" topics with greater creativity but focus more on providing context and the hard news angle for provocative topics such as the AIDS crisis. Neuman teaches communications at Tufts; Just and Crigler are political scientists at Wellesley and USC, respectively. Copyright 1992 Reed Business Information, Inc.

About the Author

W. Russell Neuman is Professor of Media Technology at New York University.

Users Review

From reader reviews:

Dan Williams:

Information is provisions for individuals to get better life, information currently can get by anyone in everywhere. The information can be a expertise or any news even a problem. What people must be consider while those information which is from the former life are difficult to be find than now is taking seriously which one works to believe or which one the actual resource are convinced. If you receive the unstable resource then you buy it as your main information there will be huge disadvantage for you. All of those possibilities will not happen throughout you if you take Common Knowledge: News and the Construction of Political Meaning (American Politics and Political Economy Series) as your daily resource information.

Martha Doughty:

The e-book untitled Common Knowledge: News and the Construction of Political Meaning (American Politics and Political Economy Series) is the guide that recommended to you you just read. You can see the quality of the publication content that will be shown to anyone. The language that writer use to explained their way of doing something is easily to understand. The article writer was did a lot of investigation when write the book, therefore the information that they share for you is absolutely accurate. You also might get the e-book of Common Knowledge: News and the Construction of Political Meaning (American Politics and Political Economy Series) from the publisher to make you considerably more enjoy free time.

David Dabbs:

Typically the book *Common Knowledge: News and the Construction of Political Meaning* (American Politics and Political Economy Series) has a lot of information on it. So when you read this book you can get a lot of gain. The book was written by the very famous author. This article's author makes some research previous to write this book. That book very easy to read you will get the point easily after reading this book.

Kimberly Hogan:

Your reading 6th sense will not betray you actually, why because this *Common Knowledge: News and the Construction of Political Meaning* (American Politics and Political Economy Series) publication written by well-known writer who really knows well how to make book that could be understood by anyone who all read the book. Written in good manner for you, still dripping wet every idea and composing skill only for eliminate your own personal hunger then you still question *Common Knowledge: News and the Construction of Political Meaning* (American Politics and Political Economy Series) as good book not simply by the cover but also from the content. This is one e-book that can break don't determine book by its handle, so do you still needing yet another sixth sense to pick that!? Oh come on your reading sixth sense already alerted you so why you have to listening to one more sixth sense.

Download and Read Online *Common Knowledge: News and the Construction of Political Meaning* (American Politics and Political Economy Series) By W. Russell Neuman, Marion R. Just, Ann N. Crigler #GPC2X09HQFL

Read Common Knowledge: News and the Construction of Political Meaning (American Politics and Political Economy Series) By W. Russell Neuman, Marion R. Just, Ann N. Crigler for online ebook

Common Knowledge: News and the Construction of Political Meaning (American Politics and Political Economy Series) By W. Russell Neuman, Marion R. Just, Ann N. Crigler Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Common Knowledge: News and the Construction of Political Meaning (American Politics and Political Economy Series) By W. Russell Neuman, Marion R. Just, Ann N. Crigler books to read online.

Online Common Knowledge: News and the Construction of Political Meaning (American Politics and Political Economy Series) By W. Russell Neuman, Marion R. Just, Ann N. Crigler ebook PDF download

Common Knowledge: News and the Construction of Political Meaning (American Politics and Political Economy Series) By W. Russell Neuman, Marion R. Just, Ann N. Crigler Doc

Common Knowledge: News and the Construction of Political Meaning (American Politics and Political Economy Series) By W. Russell Neuman, Marion R. Just, Ann N. Crigler Mobipocket

Common Knowledge: News and the Construction of Political Meaning (American Politics and Political Economy Series) By W. Russell Neuman, Marion R. Just, Ann N. Crigler EPub