



Análisis de contenido de programas infantiles transmitidos en la televisión abierta mexicana: Violencia, valores o variables de calidad?

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2011

text (article)

Analítica

This article refers to a research about the infantile broadcast programming in mexican free-to-air television. Through quantitative and qualitative research it presents a content analysis based on mexican tv broadcast programming in the week from the the sixth to the twelfth of september 2010. So then, this empirical studio, wich includes the media monitoring and the content analysis, evaluates the infantile broadcast programming in the mexican free-to-air channels: 2, 4, 5, 7, 9, 11, 13, 22, 28 and 40. The purpose of this article is to examine the violence, values and quality variables that those programs may show, in order to present the results of the analylis with sugettions and new proposals that improve the infantile broadcast programming

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Título: Análisis de contenido de programas infantiles transmitidos en la televisión abierta mexicana: Violencia, valores o variables de calidad? [electronic resource]

Editorial: 2011

Documento fuente: Revista ComHumanitas, ISSN 1390-776X, Vol. 2, N°. 1, 2011 (Ejemplar dedicado a: Internet, consumo y sociedad), pags. 191-203

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Lengua: Spanish

Enlace a fuente de información: Revista ComHumanitas, ISSN 1390-776X, Vol. 2, N°. 1, 2011 (Ejemplar dedicado a: Internet, consumo y sociedad), pags. 191-203

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