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Museum Texts: Comunication Frameworks (Museum Meanings)

Louise Ravelli

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Answering key questions in the study of how museums communicate, Louise Ravelli provides a set of frameworks to investigate the complexities of communication in museums:

* What is an appropriate level of complexity for a written label?
* Why do some choice in language make a more direct relation to visitors?
* Is there a correct way of presenting a particular view of content?
* How do design practices contribute to the overall meanings being made?

The frameworks enhance the way we critically analyze and understand museums text, both in the sense of conventional – written texts in museums – and in an expanded sense of the museum as a whole operating as a communicative text.

Using a wide range of examples Ravelli argues that communication contributes fundamentally to what a museum is, who it relates to and what it stands for.

Not only museum studies and communications studies students, but also professionals in the field will find *Museum Texts* an indispensable guide on communication frameworks.

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