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# Tikz Examples in Re-composing McQuail's Textbook

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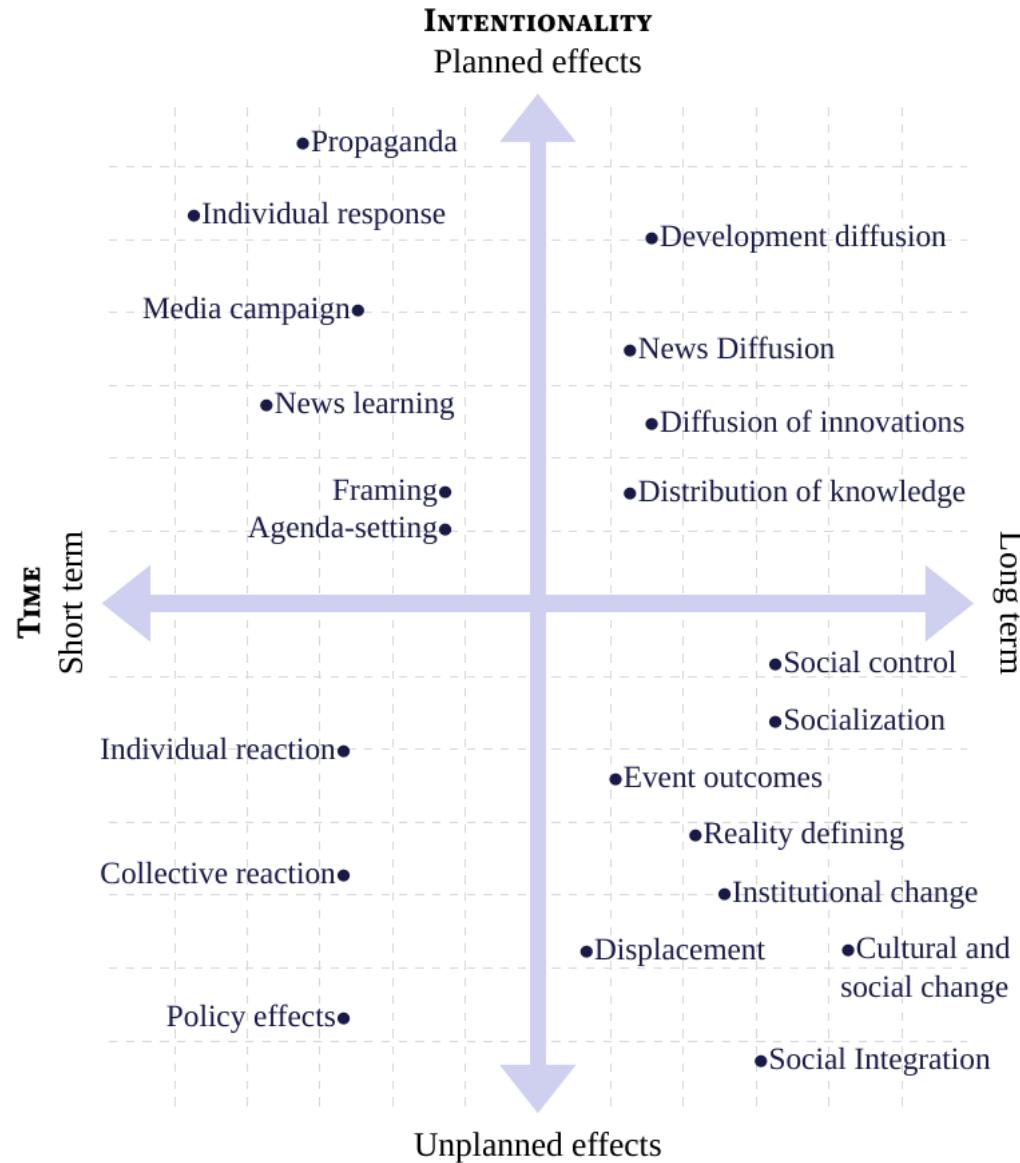
### 11. An Ugly and Awful Figure

Last month re-composed the classic Textbook, [McQuail's Mass Communication Theory](#), the following are some tikz examples in re-making book illustrations. To try these examples, pls put below codes into the preamble of your document.

```
1 \usepackage{tikz} % Required for drawing custom shapes  
2 \usetikzlibrary{arrows,calc,fit,matrix,positioning,shapes,shadows,trees,mindmap,tikzmark,arrows.meta}
```

# Positioning Map Figure

The Output:



**Figure 17.1:** A typology of media effects. Effects can be located on two dimensions: that of time span and that of intentionality

The codes:

```
1 \begin{figure}[htbp]
```

```

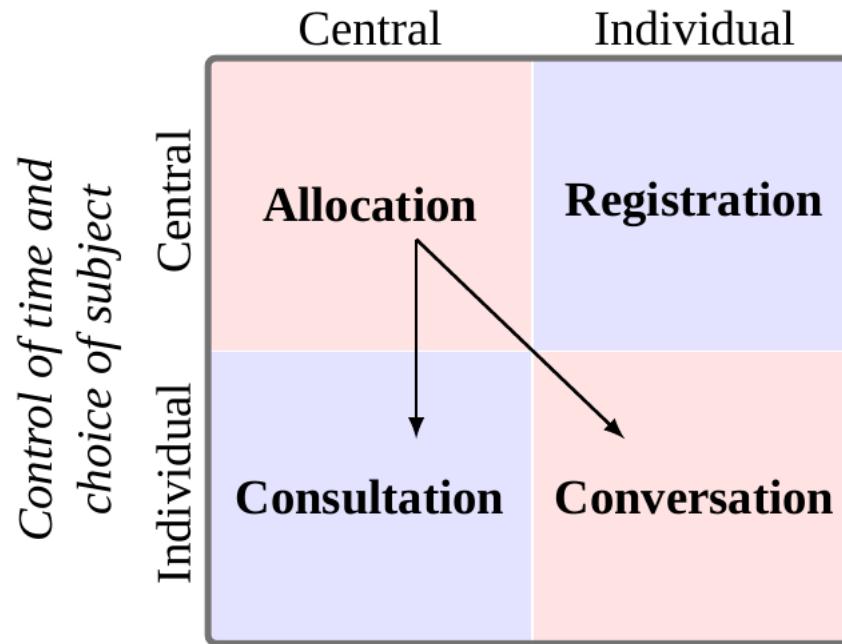
2   \centering
3   \begin{tikzpicture}[scale=.9,
4     line/.style = {draw=blue!50!gray!25, line width=2mm,
5       {Triangle[length=6mm,width=9mm]}-{Triangle[length=6mm,width=9mm]}},
6     brand/.style = {font=\small, text=blue!20!black!90,
7       align=left, anchor=west}
8   ]
9   \draw[help lines, color=gray!30, dashed] (-5.9,-6.9) grid (5.9,6.9);
10  \draw[line] (-6,0) node[left]{\rotatebox{90}{\textbf{Short} term}}
11    --(6,0) node[right]{\rotatebox{270}{\textbf{Long} term}};
12  \draw[line] (0,-7) node[below]{\textbf{Unplanned} effects}
13    --(0,7) node[above]{\textbf{Planned} effects};
14  \node[align=center, text width=3cm] at (0,8) {{\sf profonta} \textbf{Intentionality}};
15  \node[align=center] at (-7,0) {\rotatebox{90}{\sf profonta} \textbf{Time}};
16  %first quadrant
17  \node[brand] at (1,1.5) {$\bullet$ Distribution of knowledge};
18  \node[brand] at (1.3,2.5) {$\bullet$ Diffusion of innovations};
19  \node[brand] at (1.3,5) {$\bullet$ News \textbf{Diffusion}};
20  \node[brand] at (1.3,5) {$\bullet$ Development diffusion};
21  %second quadrant
22  \node[brand, anchor=east] at (-1,1) {\textbf{Agenda}-setting$\bullet$};
23  \node[brand, anchor=east] at (-1,1.5) {\textbf{Framing$\bullet$}};
24  \node[brand, anchor=west] at (-4,2.7) {$\bullet$ News learning};
25  \node[brand, anchor=east] at (-2,2.4) {\textbf{Media} campaign$\bullet$};
26  \node[brand, anchor=west] at (-5,5.3) {$\bullet$ Individual response};
27  \node[brand, anchor=west] at (-3.5,6.3) {$\bullet$ Propaganda};
28  %third quadrant
29  \node[brand, anchor=east] at (-2.4,-2) {\textbf{Individual} reaction$\bullet$};
30  \node[brand, anchor=east] at (-2.4,-3.7) {\textbf{Collective} reaction$\bullet$};
31  \node[brand, anchor=east] at (-2.4,-5.7) {\textbf{Policy} effects$\bullet$};
32  %Fourth quadrant
33  \node[brand] at (3,-.8) {$\bullet$ Social control};
34  \node[brand] at (3,-1.6) {$\bullet$ Socialization};
35  \node[brand] at (.8,-2.4) {$\bullet$ Event outcomes};
36  \node[brand] at (1.9,-3.2) {$\bullet$ Reality defining};
37  \node[brand] at (2.3,-4) {$\bullet$ Institutional change};
38  \node[brand] at (.4,-4.8) {$\bullet$ Displacement};
39  \node[brand] at (4,-5.04) {$\bullet$ Cultural \textbf{and}\ social change};
40  \node[brand] at (2.8,-6.3) {$\bullet$ Social \textbf{Integration}};
41  \end{tikzpicture}
42  \caption{A typology of media effects. \textbf{Effects} can be located on two dimensions: that of time span \textbf{and} that of intentionality}
43  \label{fig:typome}
44

```

# Matrix Map Figure

The Output:

## *Control of information store*



**Figure 6.2:** A typology of information traffic. Communication relationships are differentiated according to the capacity to control the supply and the choice of content; the trend is from allocutory to consultative or conversational modes (Bordewijk and van Kaam, 1986)

The codes:

```

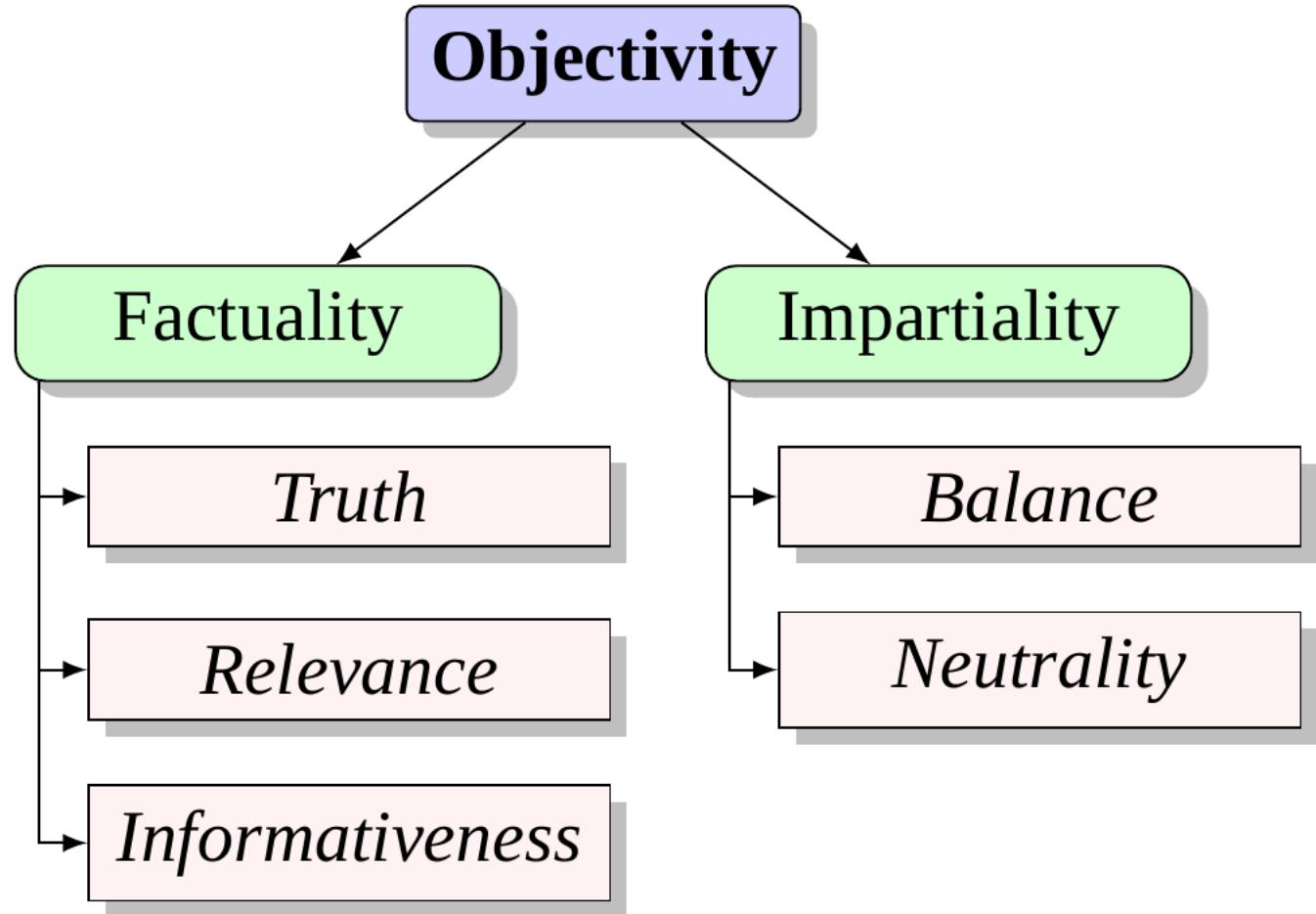
1 \begin{figure}[htbp]
2   \centering
3   \begin{tikzpicture}[squares/.style={align=center, text width=2.5cm, minimum width=2.5cm, minimum height=2.5cm}]
4     \node[squares,fill=red!11] (A) at (0,0) {\textbf{Allocation}};
5     \node[squares,fill=blue!11,anchor=west] (B) at (A.east) {\textbf{Registration}};
6     \node[squares,fill=blue!11,anchor=north] (C) at (A.south){\textbf{Consultation}};
7     \node[squares,fill=red!11,anchor=north] (D) at (B.south) {\textbf{Conversation}};
8     \node[inner sep=0pt,draw=black!55,ultra thick,rounded corners=2pt,fit=(A)(B)(C)(D)] {};
9     \draw[>=latex,->, thick] ($(A.east)+(-1,-.3)$) -- ($(C.east)+(-1,.5)$);

```

```
10  \draw[>=latex,->, thick] ($(A.east)+(-1,-.3)$) -- ($(D.east)+(-2,.5)$);
11  \node[align=center,anchor=south,yshift=5mm] at (A.north east) {\itshape\centering Control of information store};
12  \node[anchor=east, xshift=0mm] at (A.west) {\rotatebox{90}{\parbox{1.2cm}{\b{Central}}}};
13  \node[anchor=east,text=black,xshift=-6mm,align=right] at (A.south west) {\rotatebox{90}{\parbox{4cm}{\itshape\centering Control of time and choice of subject}}};
14  \node[anchor=east,xshift=0mm] at (C.west) {\rotatebox{90}{\parbox{1.5cm}{\b{Individual}}}};
15  \node[anchor=north, yshift=5.5mm] at (A.north) {\b{Central}};
16  \node[anchor=north, yshift=5.5mm] at (B.north) {\b{Individual}};
17  \end{tikzpicture}
18  \caption{A typology of information traffic. Communication relationships are differentiated according to the capacity to control the supply and the choice of c}
19  \label{fig:typeit}
20  \end{figure}
```

# Tree Style Figure

The Output:



**Figure 8.2:** Component criteria of objectivity (Westerståhl, 1997)

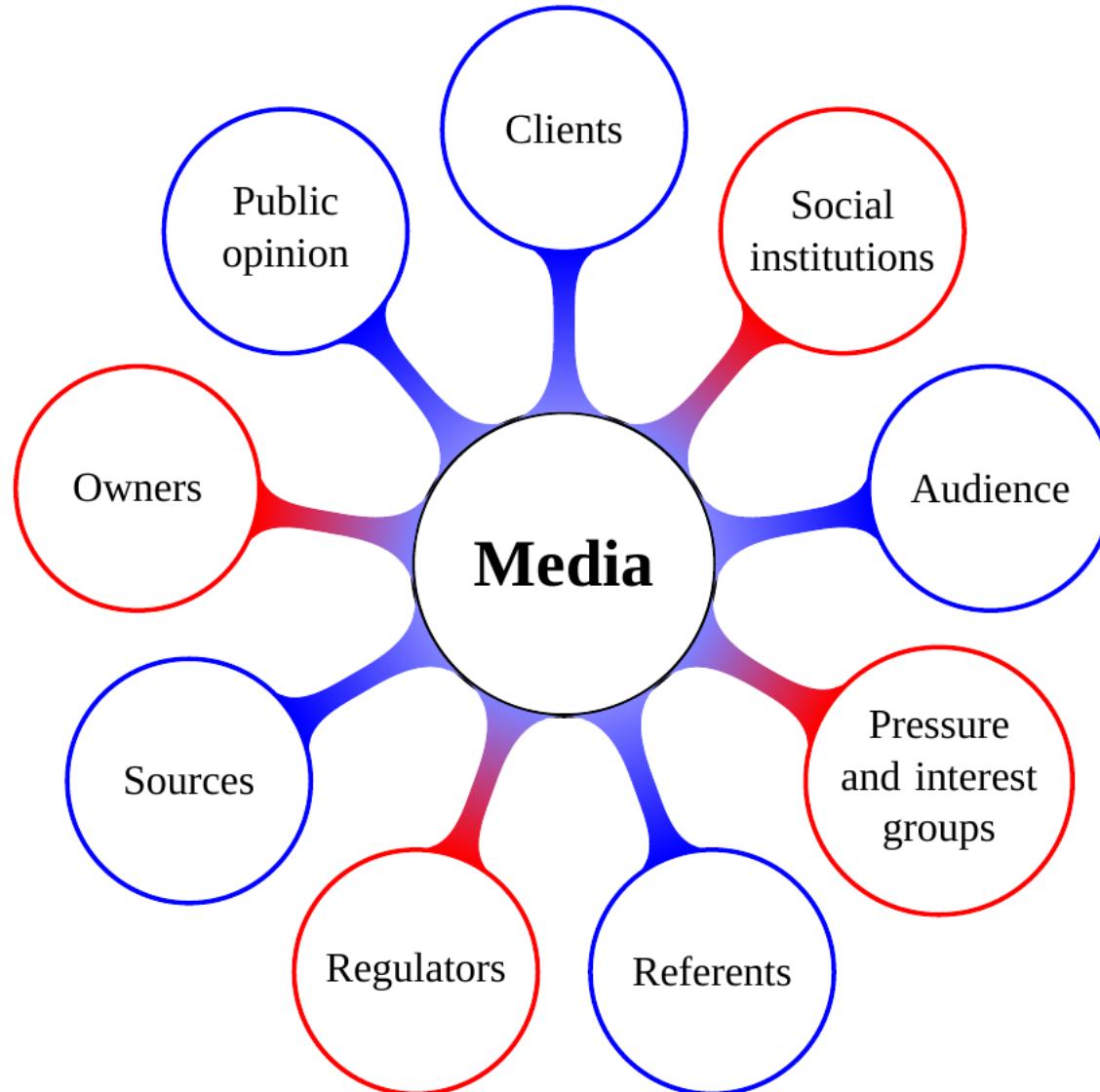
The codes:

```
1 \tikzset{
2   basic/.style = {draw, text width=1cm, drop shadow, rectangle},
3   root/.style = {basic, rounded corners=2pt, thin, align=center, text width=2cm, font=\bfseries,
4                 fill=blue!20},
5   level 2/.style = {basic, rounded corners=5pt, thin, align=center, fill=green!20,
6                     text width=6em},
```

```
7      level 3/.style = {basic, thin, align=center, font=\itshape, fill=pink!20, text width=6.5em}
8  }
9  \begin{figure}[htbp]
10    \centering
11    \begin{tikzpicture}[
12      level 1/.style={sibling distance=40mm},
13      edge from parent/.style={->,draw},
14      >=latex]
15    % root of the initial tree, level 1
16    \node[root] {\textbf{Objectivity}}
17    % The first level, as children of the initial tree
18    child {node[level 2] (c1) {\textbf{Factuality}}}
19    child {node[level 2] (c2) {\textbf{Impartiality}}};
20    % The second level, relatively positioned nodes
21    \begin{scope}[every node/.style={level 3}]
22      \node [below of = c1, xshift=15pt] (c11) {\textbf{Truth}};
23      \node [below of = c11] (c12) {\textbf{Relevance}};
24      \node [below of = c12] (c13) {\textbf{Informativeness}};
25
26      \node [below of = c2, xshift=15pt] (c21) {\textbf{Balance}};
27      \node [below of = c21] (c22) {\textbf{Neutrality}};
28    \end{scope}
29    % lines from each level 1 node to every one of its "children"
30    \foreach \value in {1,2,3}
31      \draw[->] (c1.\value) |- (c1\value.west);
32    \foreach \value in {1,...,2}
33      \draw[->] (c2.\value) |- (c2\value.west);
34    \end{tikzpicture}
35    \caption{\textbf{Component} criteria of objectivity (\textbf{Westerståhl}, 1983)}
36    \label{fig:ccoo}
37  \end{figure}
```

# Another Tree Style Figure

The Output:



**Figure 8.4:** Lines of accountability between media and external agents in relation to publication

The codes:

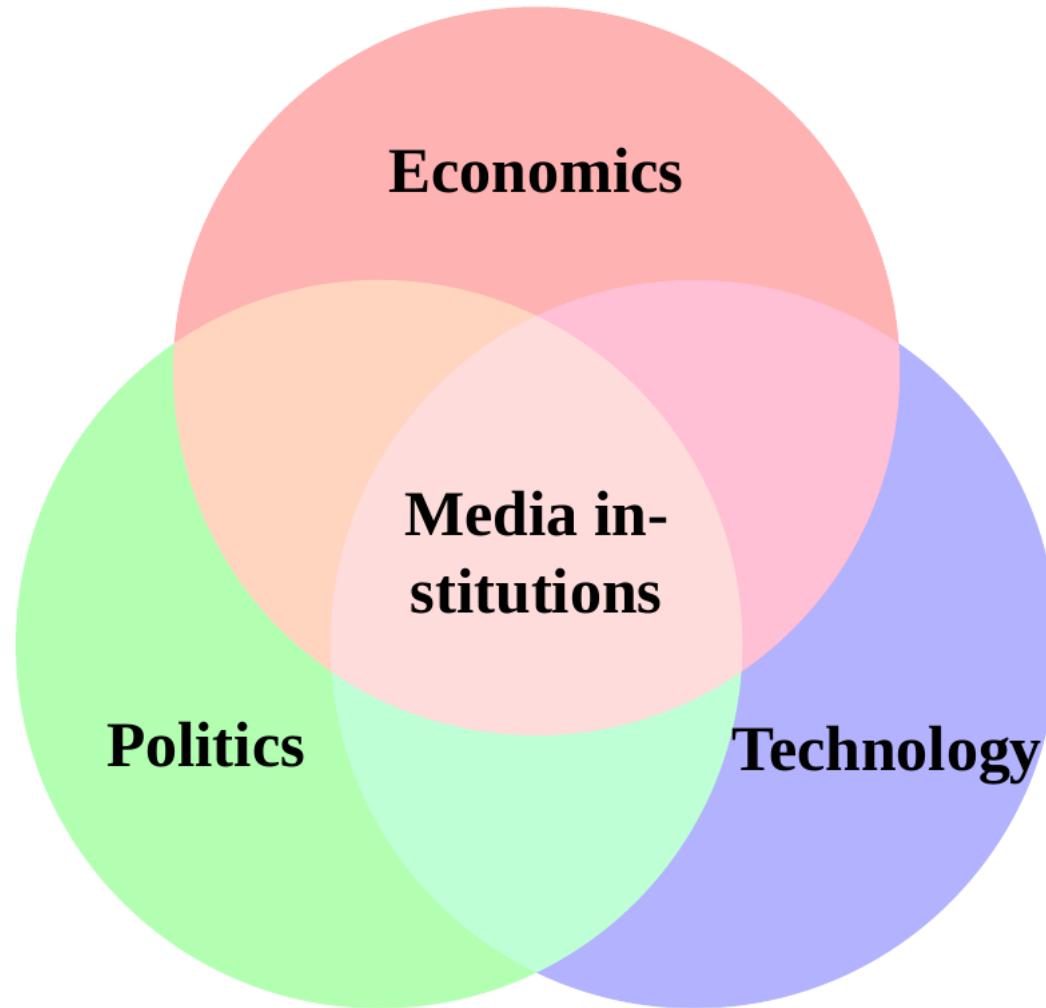
```
1
```

```
\tikzset{concept/.append style={fill={none}}}
```

```
2  \begin{figure}[htbp]
3  \centering
4  \begin{tikzpicture}[scale=0.8]
5  \path[mindmap,concept color=black,text=black,level 1 concept/.append style=
6  {every child/.style={concept color=blue!50},sibling angle=40}]
7  node[concept,scale=0.7] {\Huge \textbf{Media}}
8  [clockwise from=90]
9  child[concept color=blue] { node[concept] {\textbf{Clients}} }
10 \child[concept color=red] { node[concept] {\textbf{Social} institutions} }
11 \child[concept color=blue] { node[concept] {\textbf{Audience}} }
12 \child[concept color=red] { node[concept] {Pressure and interest groups} }
13 \child[concept color=blue] { node[concept] {\textbf{Referents}} }
14 \child[concept color=red] { node[concept] {\textbf{Regulators}} }
15 \child[concept color=blue] { node[concept] {\textbf{Sources}} }
16 \child[concept color=red] { node[concept] {\textbf{Owners}} }
17 \child[concept color=blue] { node[concept] {\textbf{Public} opinion} };
18 \end{tikzpicture}
19
20 \caption{\textbf{Lines} of accountability between media \textbf{and} external agents \textbf{in} relation to publication}
21 \label{fig:lamea}
22 \end{figure}
```

# Set Operations and Venn Diagram

The Output:



**Figure 9.1:** The media are at the centre of three overlapping kinds of influence

The codes:

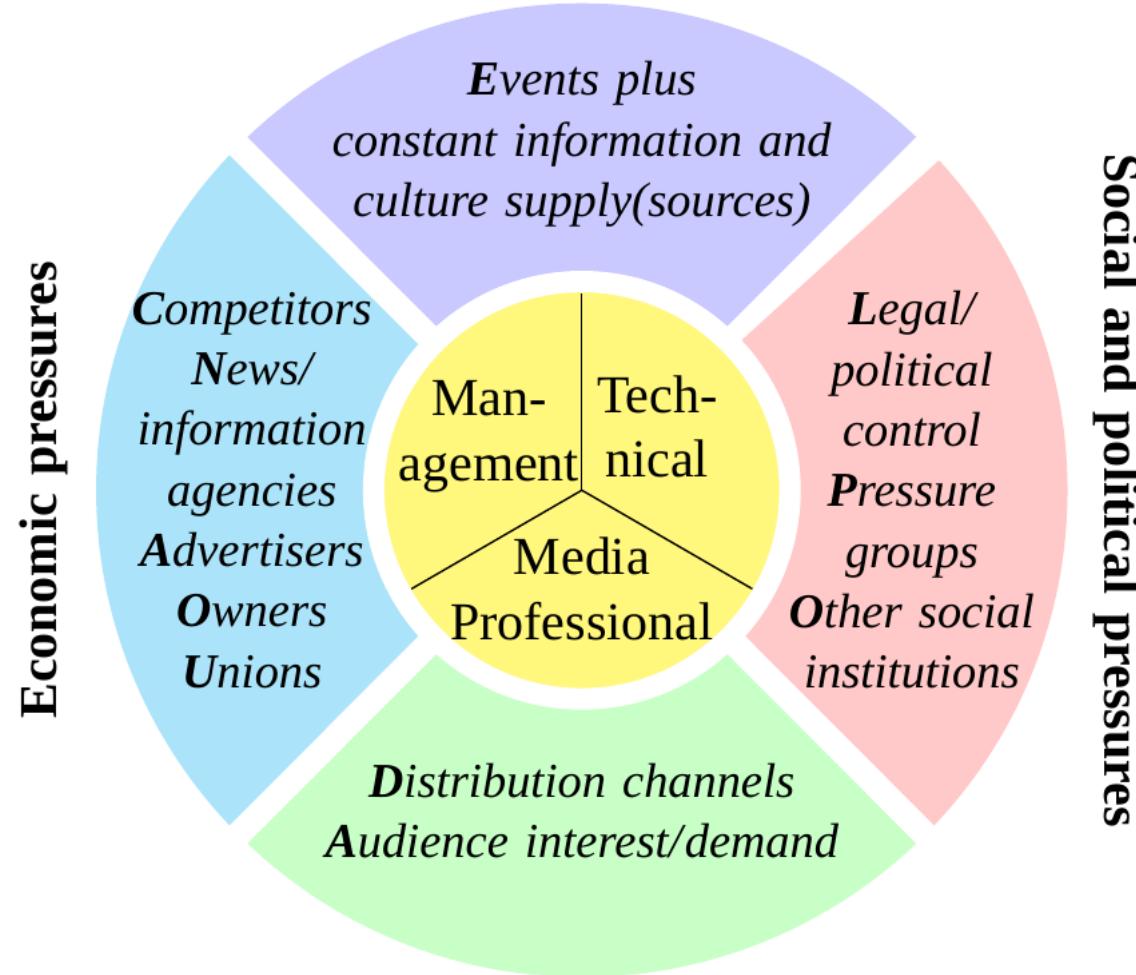
1  
2  
3

```
\begin{figure}[htbp]
\centering
\begin{tikzpicture}[scale=1.2]
```

```
4  \begin{scope}[blend group=soft light]
5  \fill[red!30!white] ( 90:1) circle (2);
6  \fill[green!30!white] (210:1) circle (2);
7  \fill[blue!30!white] (330:1) circle (2);
8  \end{scope}
9  \node at ( 90:2.1) {\textbf{Economics}};
10 \node at (210:2.1) {\textbf{Politics}};
11 \node at (330:2.23) {\textbf{Technology}};
12 \node [text width=1.8cm,align=center] {\textbf{Media} institutions};
13 \end{tikzpicture}
14 \caption{The media are at the centre of three overlapping kinds of influence}
15 \label{fig:mctoki}
16 \end{figure}
```

# Circle Pie Figure

The Output:



**Figure 11.2:** The media organization in a field of social forces

The codes:

```

1 \begin{figure}[htbp]
2   \centering
3   \begin{tikzpicture}[text=black,
4     border/.style={line width=37mm},
5     every node/.style={align=center},
6     pin distance=17mm,
7   ]
8   \foreach \angle/\col [remember=\angle as \last (initially 45)] in

```

```

9  {135/blue!21, 225/cyan!33, 315/green!22, 403/red!21}{

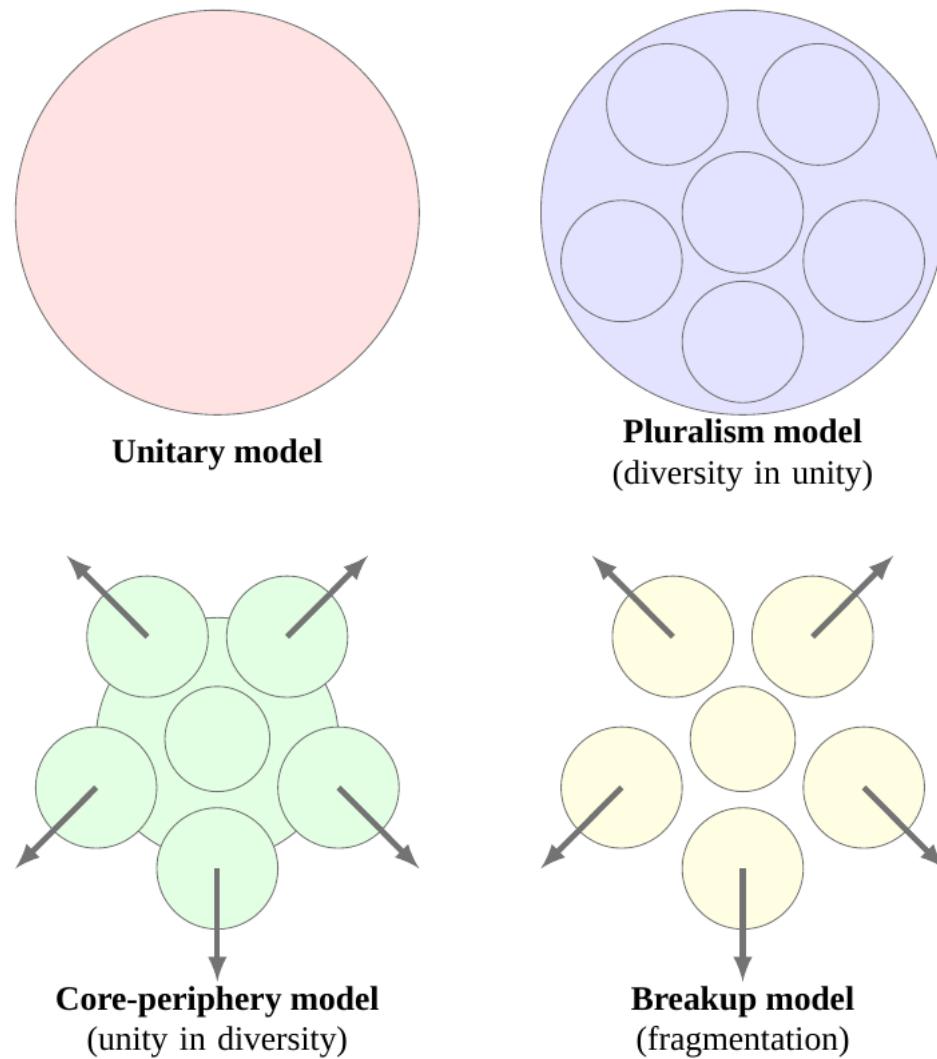
10 \draw[\col, border] (\last:2cm)
11 arc[start angle=\last, end angle=\angle, radius=2cm];
12 \draw[white, line width=2mm] (\last:1.3)--+(\last:2.7);
13 }

14 \node[line width=1.7mm, draw, circle, minimum width=3.3cm, white, fill=yellow!51] (core) {};
15 \coordinate (0) at (0,0);
16 \draw (0) -- (90:1.56);
17 \draw (0) -- (210:1.56);
18 \draw (0) -- (330:1.56);
19 \path (0) -- node[Tech-\nical] (40:1.56);
20 \path (0) -- node[Man-\agement] (150:1.7);
21 \path (0) -- node[Media\ Professional] (270:1.56);
22 \node[font=\itshape\small, text width=5cm, align=center, yshift=10mm] at (core.north) {\textbf{Events plus}\constant information and\ culture supply(sources)};
23 \node[font=\itshape\small, text width=2cm, align=center, xshift=-8.8mm, yshift=0mm] (ww) at (core.west) {\textbf{Competitors}\news\information\ agencies\te;
24 \node[font=\itshape\small, text width=5cm, align=center, yshift=-8mm] at (core.south) {\textbf{Distribution channels}\textbf{Audience interest/demand}};
25 \node[font=\itshape\small, text width=2cm, align=center, xshift=8.8mm, yshift=0mm] (ee) at (core.east) {\textbf{Legal}\political\control\textbf{Pressure}\groups\};
26 \node[font=\bfseries, text width=1.5cm, align=center, xshift=4.8mm, yshift=0mm] at (ee.east) {\rotatebox{270}{\textbf{Social and political pressures}}};
27 \node[font=\bfseries, text width=1.7cm, align=center, xshift=-5mm, yshift=0mm] at (ww.west) {\rotatebox{90}{\textbf{Economic pressures}}};
28 \end{tikzpicture}
29 \caption{The media organization in a field of social forces}
30 \label{fig:mofsf}
31 \end{figure}

```

# Circles Relation Figure

The Output:



**Figure 16.4:** Four stages of audience fragmentation (McQuail, 1997:138)

The codes:

```
1 \begin{figure}[htbp]
2 \centering
3 \begin{tikzpicture}[squares/.style={draw=black!55,circle,align=center,minimum width=5cm}]
```

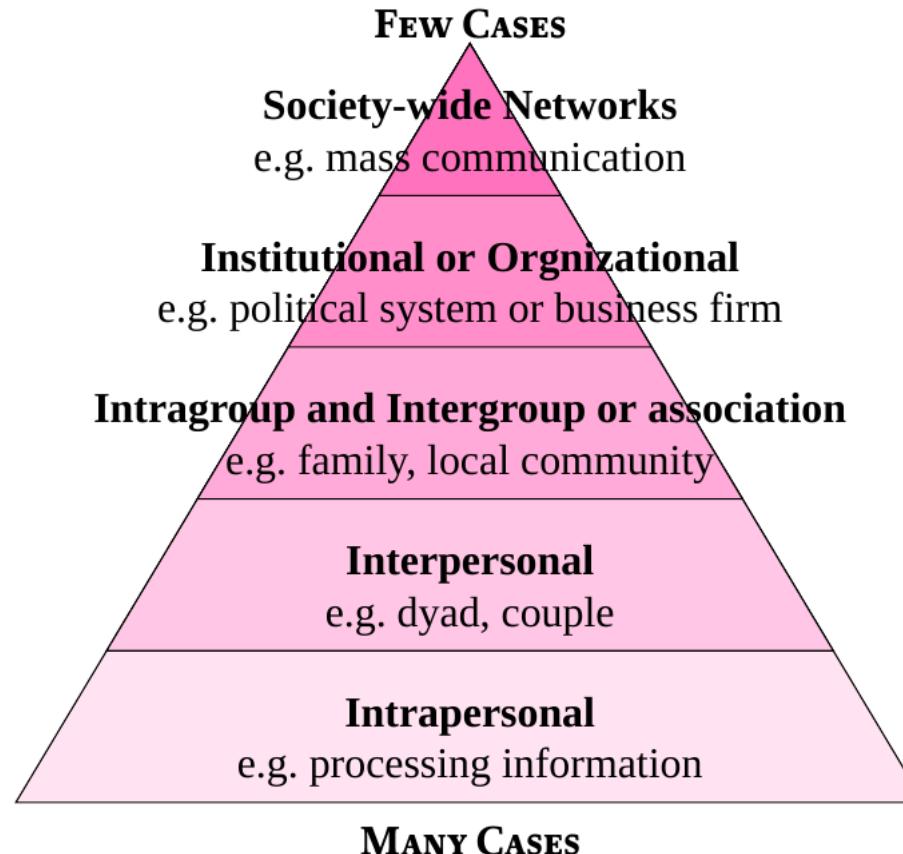
```

4  \node[draw=black!55,circle,align=center,minimum width=5cm,fill=red!11] (A) at (0,0) {};
5  \node[yshift=-3cm] (A1) at (A) {\textbf{Unitary} model};
6  \node[draw=black!55,circle,align=center,minimum width=5cm,fill=blue!11,xshift=4cm] (B) at (A.east) {};
7  \node[align=center,text width=4cm,yshift=-3cm] (B7) at (B) {\textbf{Pluralism} model} (diversity in unity);
8  \node[draw=black!55,circle,align=center,minimum width=1.5cm,fill=blue!11] (B1) at (B) {};
9  \node[draw=black!55,circle,align=center,minimum width=1.5cm,fill=blue!11,xshift=.4cm,yshift=.8cm] (B2) at (B1.north east) {};
10 \node[draw=black!55,circle,align=center,minimum width=1.5cm,fill=blue!11,xshift=-.4cm,yshift=.8cm] (B3) at (B1.north west) {};
11 \node[draw=black!55,circle,align=center,minimum width=1.5cm,fill=blue!11,xshift=1.5cm,yshift=-.6cm] (B4) at (B1) {};
12 \node[draw=black!55,circle,align=center,minimum width=1.5cm,fill=blue!11,xshift=-1.5cm,yshift=-.6cm] (B5) at (B1) {};
13 \node[draw=black!55,circle,align=center,minimum width=1.5cm,fill=blue!11,yshift=-1.6cm] (B6) at (B1) {};
14 \node[draw=black!55,circle,align=center,minimum width=3cm,fill=green!11,yshift=-4cm] (C) at (A.south){};
15 \node[align=center,text width=4.5cm,yshift=-3.5cm] (C7) at (C) {\textbf{Core}-periphery model} (unity in diversity);
16 \node[draw=black!55,circle,align=center,minimum width=1.3cm,fill=green!11] (C1) at (C) {};
17 \node[draw=black!55,circle,align=center,minimum width=1.5cm,fill=green!11,xshift=.4cm,yshift=.8cm] (C2) at (C1.north east) {};
18 \draw[>=latex,->,color=black!55,thick,line width=2pt] ($(C2)+(0,0)$) -- ($(C2)+(1,1)$);
19 \node[draw=black!55,circle,align=center,minimum width=1.5cm,fill=green!11,xshift=-.4cm,yshift=.8cm] (C3) at (C1.north west) {};
20 \draw[>=latex,->,color=black!55,thick,line width=2pt] ($(C3)+(0,0)$) -- ($(C3)+(-1,1)$);
21 \node[draw=black!55,circle,align=center,minimum width=1.5cm,fill=green!11,xshift=1.5cm,yshift=-.6cm] (C4) at (C1) {};
22 \draw[>=latex,->,color=black!55,thick,line width=2pt] ($(C4)+(0,0)$) -- ($(C4)+(1,-1)$);
23 \node[draw=black!55,circle,align=center,minimum width=1.5cm,fill=green!11,xshift=-1.5cm,yshift=-.6cm] (C5) at (C1) {};
24 \draw[>=latex,->,color=black!55,thick,line width=2pt] ($(C5)+(0,0)$) -- ($(C5)+(-1,-1)$);
25 \node[draw=black!55,circle,align=center,minimum width=1.5cm,fill=green!11,yshift=-1.6cm] (C6) at (C1) {};
26 \draw[>=latex,->,color=black!55,thick,line width=2pt] ($(C6)+(0,0)$) -- ($(C6)+(0,-1.4)$);
27 \node[yshift=-4cm] (D) at (B.south) {};
28 \node[align=center,text width=4cm,yshift=-3.5cm] (D7) at (D) {\textbf{Breakup} model} (fragmentation);
29 \node[draw=black!55,circle,align=center,minimum width=1.3cm,fill=yellow!11] (D1) at (D) {};
30 \node[draw=black!55,circle,align=center,minimum width=1.5cm,fill=yellow!11,xshift=.4cm,yshift=.8cm] (D2) at (D1.north east) {};
31 \draw[>=latex,->,color=black!55,thick,line width=2pt] ($(D2)+(0,0)$) -- ($(D2)+(1,1)$);
32 \node[draw=black!55,circle,align=center,minimum width=1.5cm,fill=yellow!11,xshift=-.4cm,yshift=.8cm] (D3) at (D1.north west) {};
33 \draw[>=latex,->,color=black!55,thick,line width=2pt] ($(D3)+(0,0)$) -- ($(D3)+(-1,1)$);
34 \node[draw=black!55,circle,align=center,minimum width=1.5cm,fill=yellow!11,xshift=1.5cm,yshift=-.6cm] (D4) at (D1) {};
35 \draw[>=latex,->,color=black!55,thick,line width=2pt] ($(D4)+(0,0)$) -- ($(D4)+(1,-1)$);
36 \node[draw=black!55,circle,align=center,minimum width=1.5cm,fill=yellow!11,xshift=-1.5cm,yshift=-.6cm] (D5) at (D1) {};
37 \draw[>=latex,->,color=black!55,thick,line width=2pt] ($(D5)+(0,0)$) -- ($(D5)+(-1,-1)$);
38 \node[draw=black!55,circle,align=center,minimum width=1.5cm,fill=yellow!11,yshift=-1.6cm] (D6) at (D1) {};
39 \draw[>=latex,->,color=black!55,thick,line width=2pt] ($(D6)+(0,0)$) -- ($(D6)+(0,-1.4)$);
40 \end{tikzpicture}
41 \caption{\textbf{Four} stages of audience fragmentation (McQuail, 1997:138)}
42 \label{fig:fsafr}
43 \end{figure}

```

# Pyramid or Hierarchy Figure

The output:



**Figure 1.1:** The pyramid of communication networks (Level of communication process): mass communication is one amongst several processes of social communication

The codes:

```

1 \begin{figure}[ht]
2 \centering
3 {\profonta Few Cases}}\\
4 \begin{tikzpicture}[x=1.8cm,y=1.5cm]
5 \coordinate (A) at (-3,-1){};
6 \coordinate (B) at (3,-1){};
7 \coordinate (C) at (0,5){};
8 \foreach \i/\col [count=\j,evaluate=\i as \j using 12*\i] in {{\textbf{Intrapersonal}}\\e.g.\ processing information}, {\textbf{Interpersonal}}\\e.g.\ dyad, co\\work, {\textbf{Institutional}}\\e.g.\ political system or business firm}, {\textbf{Society-wide Networks}}\\e.g.\ mass communication}
9 \draw[fill=myred!\j] (C)--([shift={(-.5*\i,1*\i)}]B)--node[above,align=center] {\A}([shift={(0,.5*\i)}]A)--cycle;
10 \end{tikzpicture}\\

```

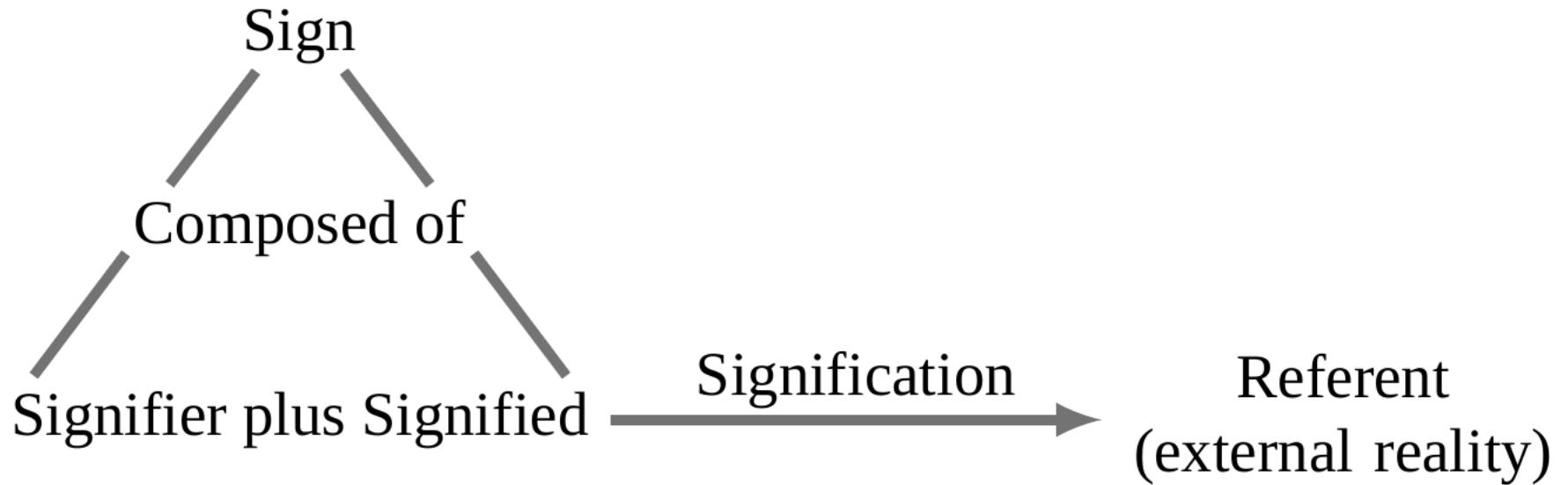
```

11  {\!\!profonta Many Cases}
12  \caption{The pyramid of communication networks (Level of communication process): mass communication is one amongst several processes of social communication}
13  \label{fig:pyra}
14  \end{figure}

```

# Triangle Chart Figure

The Output:



**Figure 13.1:** Elements of semiology. Signs in meaning systems have two elements: physical plus associated meanings in the culture and use

The codes:

```

1  \begin{figure}[htbp]

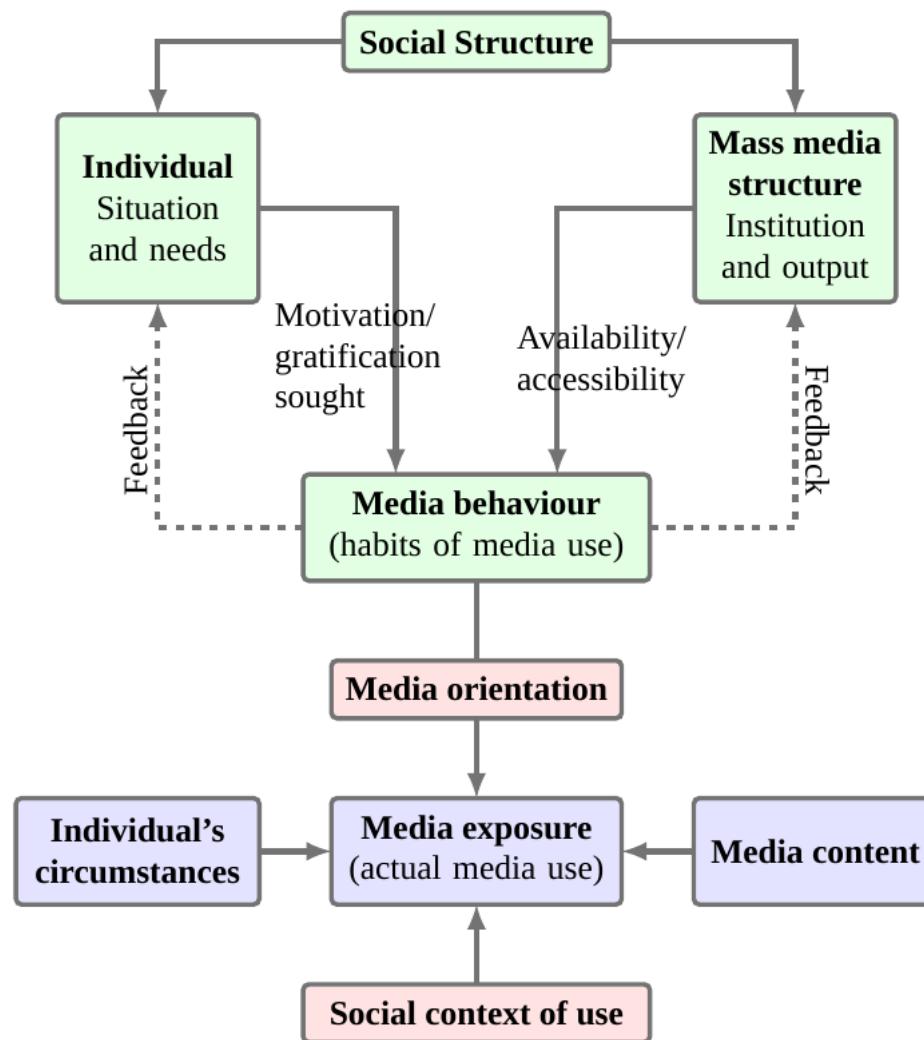
```

```
2  \centering
3  \begin{tikzpicture}
4  \node[] (A) at (0,0) {\textcolor{violet}{Sign}};
5  \node[yshift=-1.3cm] (B) at (A){\textcolor{violet}{Composed} of};
6  \node[yshift=-1.3cm] (C) at (B){\textcolor{violet}{Signifier} plus \textcolor{violet}{Signified}};
7  \node[align=center,text width=3cm,xshift=5cm] (D) at (C.east){\textcolor{violet}{Referent} (external reality)};
8  \draw[>=latex,-,color=black!55,thick,line width=2pt] ($(A.south)+(-.3,.1)$) -- ($(B.west)+(.39,.3)$);
9  \draw[>=latex,-,color=black!55,thick,line width=2pt] ($(B.west)+(.09,-.17)$) -- ($(C.west)+(.3,.3)$);
10 \draw[>=latex,-,color=black!55,thick,line width=2pt] ($(A.south)+(.3,.1)$) -- ($(B.east)+(-.39,.3)$);
11 \draw[>=latex,-,color=black!55,thick,line width=2pt] ($(B.east)+(-.09,-.17)$) -- ($(C.east)+(-.3,.3)$);
12 \draw[>=latex,->,color=black!55,thick,line width=2pt] (C) --node[color=black,midway,above,yshift=-1mm]{\textcolor{violet}{Signification}} (D);
13 \end{tikzpicture}
14 \caption{\textcolor{violet}{Elements} of semiology. \textcolor{violet}{Signs} in meaning systems have two elements: physical plus associated meanings \textcolor{violet}{in the culture and in use}}
15 \label{fig:essmse}
16 \end{figure}
```

# Process Chain Figure

## First Example

The Output:



**Figure 16.1:** A structural model of media use (McQuail, 1997:69, after Weibull, 1985)

The codes:

```

1 \begin{figure}[htbp]
2 \centering
3 \begin{tikzpicture}[
4 second/.style={align=center, text width=2.2cm, minimum width=2cm, minimum height=2.3cm, fill=green!11},
5 third/.style={align=center, text width=4cm, minimum width=3cm, minimum height=1.3cm, fill=green!11},

```

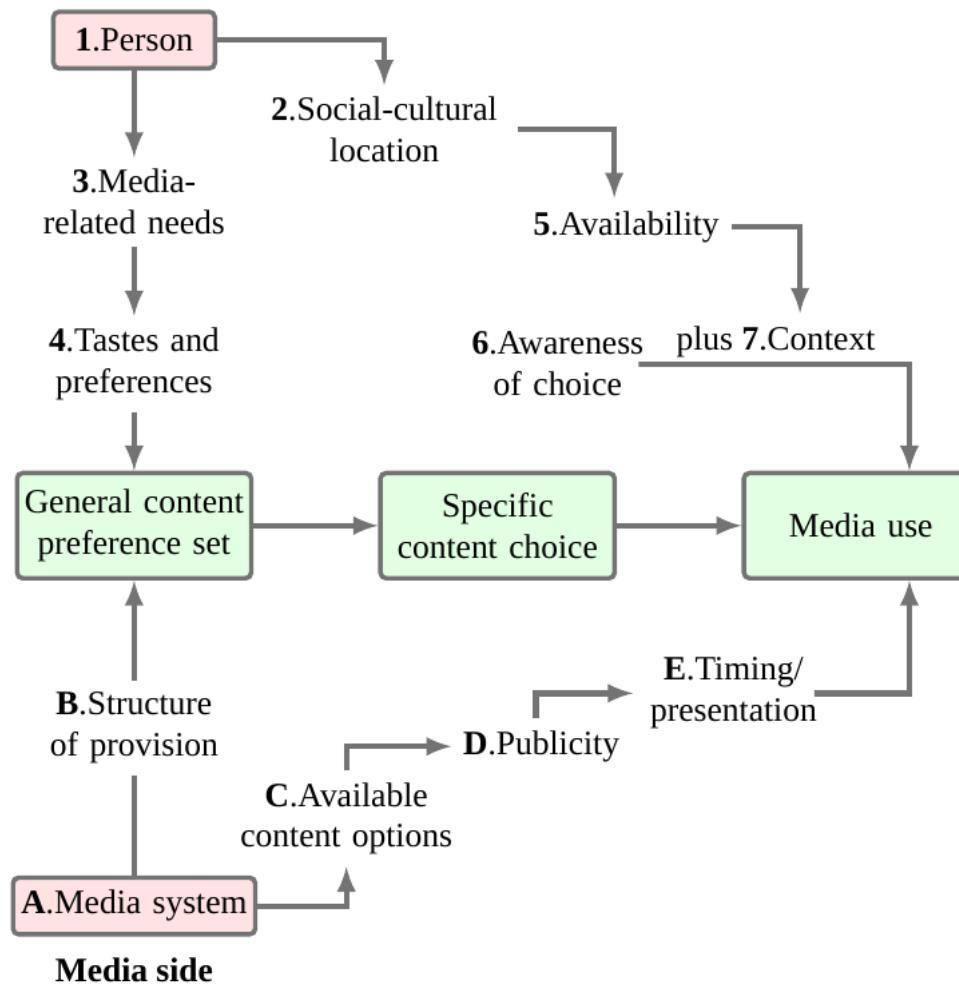
```

6  ]
7  \node[draw,align=center,fill=green!11,text width=3cm, minimum width=3cm, minimum height=.7cm] (A) at (0,0) {\textbf{Social Structure}};
8  \node[inner sep=0pt,draw=black!55,ultra thick,rounded corners=2pt,fit=(A)] {};
9  \node[second,xshift=-2.3cm,yshift=-1.7cm] (B1) at (A.south west) {\textbf{Individual}\textbf{Situation and needs}};
10 \node[inner sep=0pt,draw=black!55,ultra thick,rounded corners=2pt,fit=(B1)] {};
11 \node[second,xshift=2.3cm,yshift=-1.7cm] (B2) at (A.south east) {\textbf{Mass media structure}\textbf{Institution and output}};
12 \node[inner sep=0pt,draw=black!55,ultra thick,rounded corners=2pt,fit=(B2)] {};
13 \node[third,yshift=-6cm] (C) at (A){\textbf{Media behaviour}\textbf{(habits of media use)}};
14 \node[inner sep=0pt,draw=black!55,ultra thick,rounded corners=2pt,fit=(C)] {};
15 \node[draw,align=center,fill=red!11,text width=3.3cm, minimum width=3cm, minimum height=.7cm,yshift=-2cm] (D) at (C) {\textbf{Media orientation}};
16 \node[inner sep=0pt,draw=black!55,ultra thick,rounded corners=2pt,fit=(D)] {};
17 \node[align=center,text width=3.3cm, minimum width=3cm, minimum height=1.3cm,fill=blue!11,yshift=-2cm] (E) at (D) {\textbf{Media exposure}\textbf{(actual media use)}};
18 \node[inner sep=0pt,draw=black!55,ultra thick,rounded corners=2pt,fit=(E)] {};
19 \node[align=center,text width=2.6cm, minimum width=3cm, minimum height=1.3cm,fill=blue!11,xshift=-2.4cm] (E1) at (E.west) {\textbf{Individual's circumstances}};
20 \node[inner sep=0pt,draw=black!55,ultra thick,rounded corners=2pt,fit=(E1)] {};
21 \node[align=center,text width=2.6cm, minimum width=3cm, minimum height=1.3cm,fill=blue!11,xshift=2.4cm] (E2) at (E.east) {\textbf{Media content}};
22 \node[inner sep=0pt,draw=black!55,ultra thick,rounded corners=2pt,fit=(E2)] {};
23 \node[draw,align=center,fill=red!11,text width=4cm, minimum width=3cm, minimum height=.7cm,yshift=-2cm] (F) at (E) {\textbf{Social context of use}};
24 \node[inner sep=0pt,draw=black!55,ultra thick,rounded corners=2pt,fit=(F)] {};
25 \draw[>=latex,->,color=black!55,thick,line width=2pt] (A.west) -- ++(0,0) -- ++(0,0) -| (B1.north);
26 \draw[>=latex,->,color=black!55,thick,line width=2pt] (A.east) -- ++(0,0) -- ++(0,0) -| (B2.north);
27 \draw[>=latex,->,color=black!55,thick,line width=2pt] (B1.east) -- ++(0,0) -- node[color=black,midway,below,xshift=1.5cm,yshift=-1cm]{\parbox{2.6cm}{Motivation/ gratification}} -| (C.west);
28 \draw[>=latex,->,color=black!55,thick,line width=2pt] (B2.west) -- ++(0,0) -- node[color=black,midway,below,xshift=-.9cm,yshift=-1.27cm]{\parbox{2.6cm}{Availability/ access}} -| (C.west);
29 \draw[>=latex,->,dashed,color=black!55,thick,line width=2pt] (C.west) -- ++(0,0) -- node[color=black,midway,above,xshift=-1.75cm]{\rotatebox{90}{Feedback}} -| (D.south);
30 \draw[>=latex,->,dashed,color=black!55,thick,line width=2pt] (C.east) -- ++(0,0) -- node[color=black,midway,above,xshift=1.2cm]{\rotatebox{270}{Feedback}} -| (D.south);
31 \draw[>=latex,->,color=black!55,thick,line width=2pt] (C.south) -- (D.north);
32 \draw[>=latex,->,color=black!55,thick,line width=2pt] (D.south) -- (E.north);
33 \draw[>=latex,->,color=black!55,thick,line width=2pt] (E1) -- (E);
34 \draw[>=latex,->,color=black!55,thick,line width=2pt] (E2) -- (E);
35 \draw[>=latex,->,color=black!55,thick,line width=2pt] (F) -- (E);
36 \end{tikzpicture}
37 \caption{A structural model of media use (McQuail, 1997:69, after Weibull, 1985)}
38 \label{fig:mmuse}
39 \end{figure}

```

## Second Example

The Output:

**Audience side****Figure 16.3:** An integrated model of the process of media choice

The codes:

```

1 \begin{figure}[htbp]
2 \centering
3 \begin{tikzpicture}[
4   second/.style={inner sep=0pt,draw=black!55,ultra thick,rounded corners=2pt,align=center,text width=2.9cm, minimum width=2.9cm, minimum height=1.3cm,fill=green!11},
5   ]
6   %% Audience side to Media side
7   \node[inner sep=0pt,draw=black!55,ultra thick,rounded corners=2pt,align=center,fill=red!11,text width=2cm,minimum width=1cm, minimum height=.7cm] (A) at (0,0) [textb
  
```

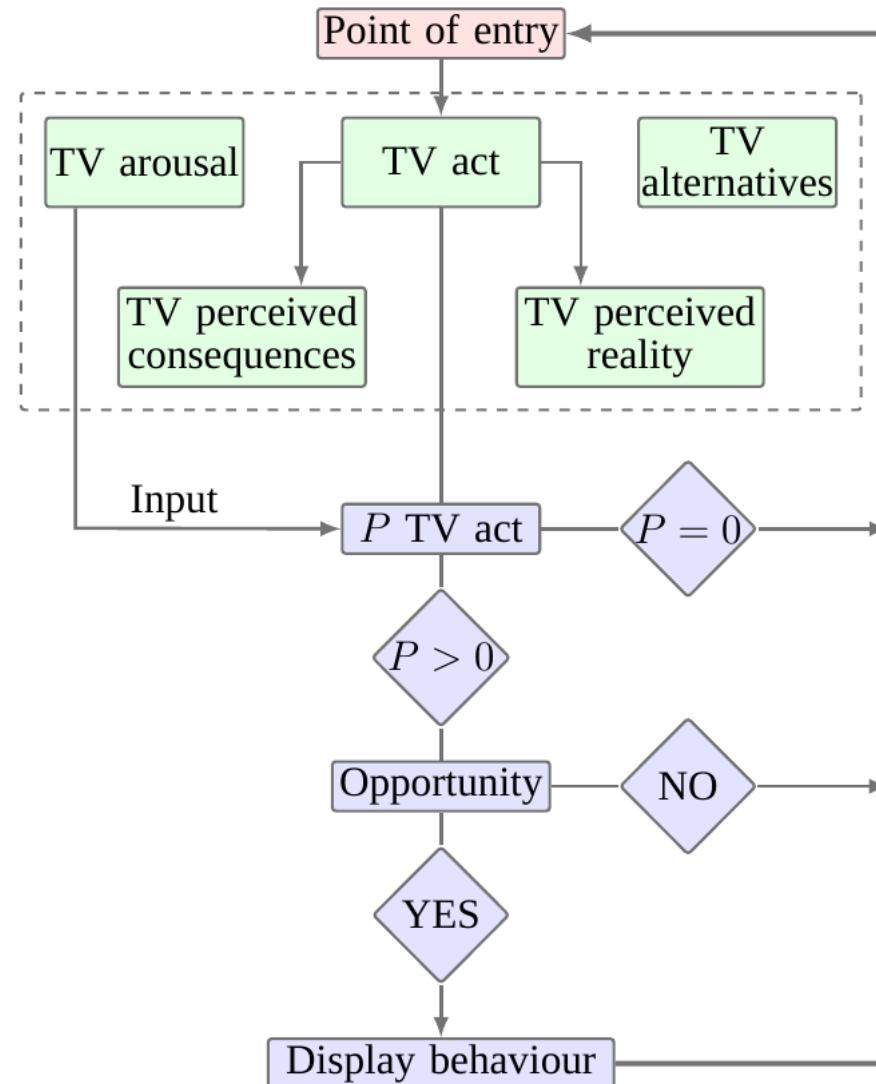
```

8  \node[yshift=.8cm] at (A) {\textbf{Audience} side};
9  \node[align=center, text width=2.5cm, minimum width=1cm, minimum height=1cm, yshift=-2cm] (A1) at (A) {\textbf{3}.Media-related needs};
10 \node[align=center, text width=2.5cm, minimum width=1cm, minimum height=1cm, yshift=-2cm] (A2) at (A1){\textbf{4}.Tastes and preferences};
11 \node[second,yshift=-2cm] (A3) at (A2){\textbf{General} content preference set};
12 \node[align=center, text width=2.5cm, minimum width=1cm, minimum height=1cm, yshift=-2.5cm] (A4) at (A3){\textbf{B}.Structure of provision};
13 \node[inner sep=0pt, draw=black!55, ultra thick, rounded corners=2pt, align=center, fill=red!11, text width=3cm, minimum width=1cm, minimum height=.7cm, yshift=-2.2cm] (A5) at (A4){\textbf{Media side}};
14 \node[yshift=-.8cm] at (A5) {\textbf{Media} side};
15 %% center three
16 \node[second,xshift=4.5cm] (B) at (A3){\textbf{Specific} content choice};
17 \node[second,xshift=4.5cm] (C) at (B){\textbf{Media use}};
18 %% D Audience to Media
19 \node[align=center, text width=3cm, minimum width=1cm, minimum height=1cm, xshift=1.7cm, yshift=2.3cm] (D1) at (A2.north east) {\textbf{2}.Social-cultural location};
20 \node[align=center, text width=2cm, minimum width=1cm, minimum height=.7cm, xshift=1.2cm, yshift=-1.2cm] (D2) at (D1.east) {\textbf{5}.Availability};
21 \node[align=center, text width=3cm, minimum width=1cm, minimum height=1cm, xshift=-.7cm, yshift=-1.7cm] (D3) at (D2) {\textbf{6}.Awareness of choice};
22 %%D media to media
23 \node[align=center, text width=3cm, minimum width=1cm, minimum height=1cm, xshift=1.1cm, yshift=.7cm] (D5) at (A5.north east) {\textbf{C}.Available content options};
24 \node[align=center, text width=1cm, minimum width=1cm, minimum height=.7cm, xshift=-.3cm, yshift=.3cm] (D6) at (D5.north east) {\textbf{D}.Publicity};
25 \node[align=center, text width=2.2cm, minimum width=1cm, minimum height=1cm, xshift=2.2cm, yshift=.3cm] (D7) at (D6.north east) {\textbf{E}.Timing/ presentation};
26 %%
27 \draw[>=latex, ->, color=black!55, thick, line width=2pt] (A) -- (A1);
28 \draw[>=latex, ->, color=black!55, thick, line width=2pt] (A1) -- (A2);
29 \draw[>=latex, ->, color=black!55, thick, line width=2pt] (A2) -- (A3);
30 \draw[>=latex, ->, color=black!55, thick, line width=2pt] (A5) -- (A4);
31 \draw[>=latex, ->, color=black!55, thick, line width=2pt] (A4) -- (A3);
32 \draw[>=latex, ->, color=black!55, thick, line width=2pt] (A3) -- (B);
33 \draw[>=latex, ->, color=black!55, thick, line width=2pt] (B) -- (C);
34 \draw[>=latex, ->, color=black!55, thick, line width=2pt] (A.east) -- +(0,0) -- +(0,0) -| (D1.north);
35 \draw[>=latex, ->, color=black!55, thick, line width=2pt] (D1.east) -- +(0,0) -- +(0,0) -| (D2.north);
36 \draw[>=latex, ->, color=black!55, thick, line width=2pt] (D3) -- +(1,0) -- node[color=black, midway, above, xshift=1.7cm, yshift=-1mm] (D4) {plus \textbf{7}.Context} +(0,0);
37 \draw[>=latex, ->, color=black!55, thick, line width=2pt] ($(D2.east)+(.3,0)$) -- +(0,0) -- +(0,0) -| ($(D4.north)+(.3,0)$);
38 \draw[>=latex, ->, color=black!55, thick, line width=2pt] (A5.east) -- +(0,0) -- +(0,0) -| (D5.south);
39 \draw[>=latex, ->, color=black!55, thick, line width=2pt] (D5.north) -- +(0,.3) -- (D6.west);
40 \draw[>=latex, ->, color=black!55, thick, line width=2pt] ($(D6.north)+(.4,0)$) -- +(0,.3) -- (D7.west);
41 \draw[>=latex, ->, color=black!55, thick, line width=2pt] (D7) -- +(1,0) -- +(0,0) -| ($(C.south)+(.6,0)$);
42 \end{tikzpicture}
43 \caption{An integrated model of the process of media choice}
44 \label{fig:impmc}
45 \end{figure}

```

## Third Example

The Output:



**Figure 18.1:** A simplified version of Comstock et al.'s (1978) model of television effects on individual behaviour.

The codes:

1	\begin{figure}[htbp]
2	\centering

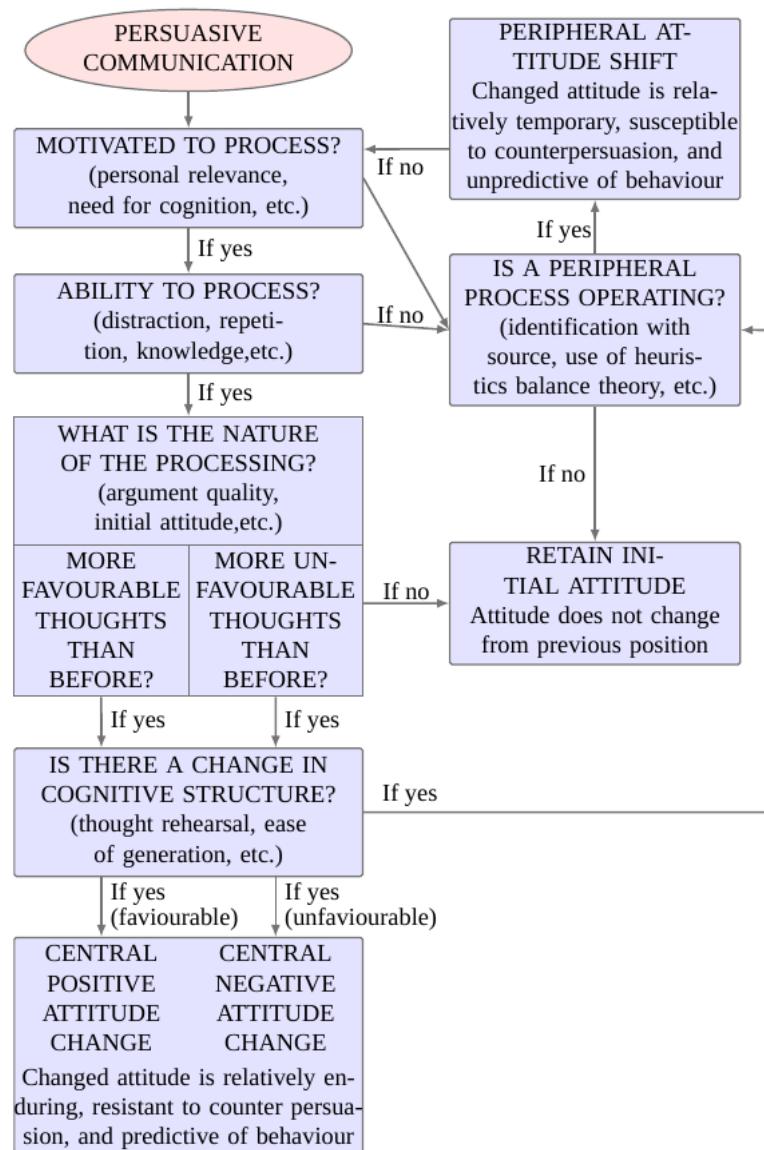
```

3  \begin{tikzpicture}[
4    second/.style={inner sep=0pt,draw=black!55,ultra thick,rounded corners=2pt,align=center,text width=2.9cm, minimum width=2.9cm, minimum height=1.3cm,fill=green!11},
5  ]
6  %%%
7  \node[inner sep=0pt,draw=black!55,thick,rounded corners=1pt,align=center,fill=red!11,text width=2.5cm,minimum width=1cm, minimum height=.5cm] (A) at (0,0) {\textbf{Point} of effect};
8  \node[inner sep=0pt,draw=black!55,thick,rounded corners=1pt,align=center,fill=green!11,text width=2cm,minimum width=1cm, minimum height=.9cm,yshift=-1.3cm] (B1) at (A.east) {\textbf{Individual behaviour}};
9  \node[inner sep=0pt,draw=black!55,thick,rounded corners=1pt,align=center,fill=green!11,text width=2cm,minimum width=1cm, minimum height=.9cm,xshift=-3cm] (B2) at (B1.east) {\textbf{Society}};
10 \node[inner sep=0pt,draw=black!55,thick,rounded corners=1pt,align=center,fill=green!11,text width=2cm,minimum width=1cm, minimum height=.9cm,xshift=3cm] (B3) at (B1.east) {\textbf{Media}};
11 \node[inner sep=0pt,draw=black!55,thick,rounded corners=1pt,align=center,fill=green!11,text width=2.5cm,minimum width=1cm, minimum height=1cm,yshift=-1.3cm,xshift=-1cm] (C1) at (B2.east) {\textbf{Economic system}};
12 \node[inner sep=0pt,draw=black!55,thick,rounded corners=1pt,align=center,fill=green!11,text width=2.5cm,minimum width=1cm, minimum height=1cm,yshift=-1.3cm,xshift=1cm] (C2) at (B3.east) {\textbf{Political system}};
13 %%Dashed square
14 \node[inner sep=0pt,draw=black!55,dashed,thick,rounded corners=1pt,align=center,minimum width=8.5cm, minimum height=3.2cm,yshift=-.9cm] (R) at (B1) {};
15 \node[inner sep=0pt,draw=black!55,thick,rounded corners=1pt,align=center,fill=blue!11,text width=2cm,minimum width=1cm, minimum height=.5cm,yshift=-5cm] (D) at (A) {\textbf{Input} of information};
16 \node[inner sep=0pt,draw=black!55,diamond,thick,rounded corners=1pt,align=center,fill=blue!11,text width=1.1cm,minimum width=1cm, minimum height=.2cm,xshift=2.5cm] (I) at (R) {\textbf{Information processing}};
17 \node[inner sep=0pt,draw=black!55,diamond,thick,rounded corners=1pt,align=center,fill=blue!11,text width=1.1cm,minimum width=1cm, minimum height=.2cm,yshift=-1.3cm] (I') at (R) {\textbf{Information processing}};
18 \node[inner sep=0pt,draw=black!55,thick,rounded corners=1pt,align=center,fill=blue!11,text width=2.2cm,minimum width=1cm, minimum height=.5cm,yshift=-1.3cm] (F) at (C1) {\textbf{Output} of behaviour};
19 \node[inner sep=0pt,draw=black!55,diamond,thick,rounded corners=1pt,align=center,fill=blue!11,text width=1.1cm,minimum width=1cm, minimum height=.2cm,xshift=2.5cm] (F') at (C2) {\textbf{Output} of behaviour};
20 \node[inner sep=0pt,draw=black!55,diamond,thick,rounded corners=1pt,align=center,fill=blue!11,text width=1.1cm,minimum width=1cm, minimum height=.2cm,yshift=-1.3cm] (F'') at (C3) {\textbf{Output} of behaviour};
21 \node[inner sep=0pt,draw=black!55,thick,rounded corners=1pt,align=center,fill=blue!11,text width=3.5cm,minimum width=1cm, minimum height=.5cm,yshift=-1.5cm] (H) at (G) {\textbf{Output} of behaviour};
22 %%draw arrows
23 \draw[>=latex,->,color=black!55,thick,line width=1pt] (A) -- (B1);
24 \draw[>=latex,->,color=black!55,thick,line width=1pt] (B1.west) -- ++(0,0) -- ++(0,0) -| ($(C1.north)+(.6,0)$);
25 \draw[>=latex,->,color=black!55,thick,line width=1pt] (B1.east) -- ++(0,0) -- ++(0,0) -| ($(C2.north)+(-.6,0)$);
26 \draw[>=latex,->,color=black!55,thick,line width=1pt] (B1) -- (D);
27 \draw[>=latex,->,color=black!55,thick,line width=1pt] ($(B2.south)+(-.7,0)$) -- ++(0,-3.23) -- node[color=black,midway,above,xshift=1cm,yshift=-1mm] {\textbf{Input}} ++(0,-.23);
28 \draw[>=latex,->,color=black!55,thick,line width=1pt] (D) -- (D1);
29 \draw[>=latex,->,color=black!55,thick,line width=1pt] (D1) -- ($(D1.east)+(1.33,0)$);
30 \draw[>=latex,->,color=black!55,thick,line width=1pt] (D) -- (E);
31 \draw[>=latex,->,color=black!55,thick,line width=1pt] (E) -- (F);
32 \draw[>=latex,->,color=black!55,thick,line width=1pt] (F) -- (F1);
33 \draw[>=latex,->,color=black!55,thick,line width=1pt] (F1) -- ($(F1.east)+(1.33,0)$);
34 \draw[>=latex,->,color=black!55,thick,line width=1pt] (F) -- (G);
35 \draw[>=latex,->,color=black!55,thick,line width=1pt] (G) -- (H);
36 \draw[>=latex,->,color=black!55,thick,line width=1.5pt] (H.east) -- ++(2.8,0) -- ++(0,10.4) -- (A.east);
37 \end{tikzpicture}
38 \caption{A simplified version of \textbf{Comstock} et al.'s (1978) model of television effects on individual behaviour.}
39 \label{fig:modtvb}
40 \end{figure}

```

## Fourth Example

The Output:



**Figure 19.2:** The elaboration-likelihood model of persuasion and information processing (Petty et al., 2002:166)

The codes:

```

1 \begin{figure}[htbp]
2 \centering
  
```

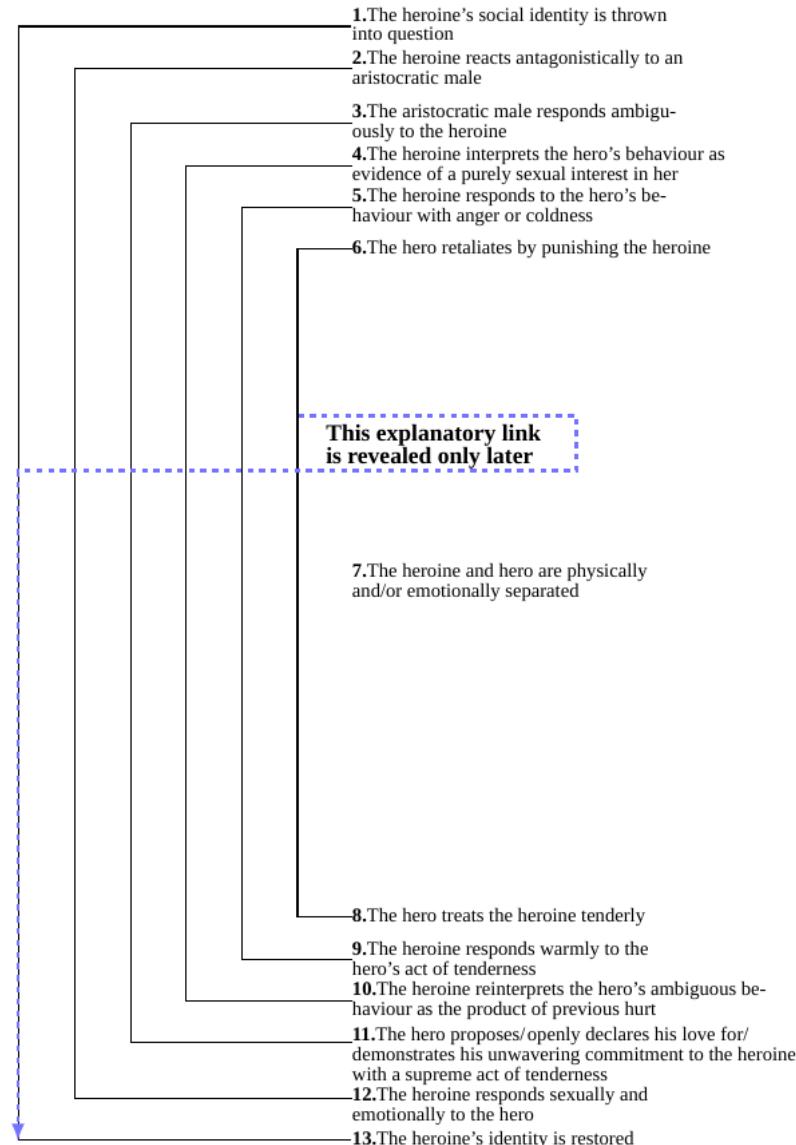
```

3  \begin{tikzpicture}
4  \node[ellipse,draw=black!55,thick,align=center,fill=red!11,text height =.2cm, text width=3.7cm,minimum width =2cm] (A) at (0,0) {PERSUASIVE COMMUNICATION};
5  \node[inner sep=0pt,draw=black!55,thick,rounded corners=1pt,align=center,fill=blue!11, text width=5cm, minimum width=1cm, minimum height=3.1cm,xshift=5cm,yshift=-.5cm] (B) at (A)
6  \node[inner sep=0pt,draw=black!55,thick,rounded corners=1pt,align=center,fill=blue!11, text width=6cm, minimum width=1cm, minimum height=1.7cm,yshift=-2.2cm] (B) at (A)
7  \node[inner sep=0pt,draw=black!55,thick,rounded corners=1pt,align=center,fill=blue!11, text width=6cm,minimum width=1cm, minimum height=1.7cm,yshift=-2.5cm] (C) at (B)
8  \node[inner sep=0pt,draw=black!55,thick,rounded corners=1pt,align=center,fill=blue!11, text width=5cm,minimum width=1cm, minimum height=2.6cm,yshift=-3.8cm] (RC) at (B)
9  \node[inner sep=0pt,draw=black!55,thick,rounded corners=0pt,align=center,fill=blue!11, text width=6cm,minimum width=1cm, minimum height=2.2cm,yshift=-2.7cm] (D) at (C)
10 \node[inner sep=0pt,draw=black!55,thick,rounded corners=0pt,align=center,fill=blue!11, text width=3cm,minimum width=1cm, minimum height=2.6cm,xshift=1.513cm,yshift=-1.1cm] (E) at (D)
11 \node[inner sep=0pt,draw=black!55,thick,rounded corners=0pt,align=center,fill=blue!11, text width=3cm,minimum width=1cm, minimum height=2.6cm,xshift=-1.513cm,yshift=-1.1cm] (F) at (E)
12 \node[inner sep=0pt,draw=black!55,thick,rounded corners=1pt,align=center,fill=blue!11, text width=5cm,minimum width=1cm, minimum height=2.1cm,yshift=-8.5cm] (RD) at (E)
13 \node[inner sep=0pt,draw=black!55,thick,rounded corners=1pt,align=center,fill=blue!11, text width=6cm,minimum width=1cm, minimum height=2.2cm,yshift=-5.7cm] (E) at (D)
14 \node[inner sep=0pt,draw=black!55,thick,rounded corners=1pt,align=center,fill=blue!11, text width=6cm,minimum width=1cm, minimum height=3.7cm,yshift=-4cm] (F) at (E) {
15 \node{text width=3cm,align=center,xshift=-1.5cm,yshift=.8cm} (F1) at (F) {CENTRAL POSITIVE ATTITUDE CHANGE};
16 \node{text width=3cm,align=center,xshift=1.5cm,yshift=.8cm} (F1) at (F) {CENTRAL NEGATIVE ATTITUDE CHANGE};
17 \node{text width=6.8cm,align=center,yshift=-1.1cm} (F1) at (F) {\textcolor{purple}{Changed} attitude is relatively enduring, resistant to counter persuasion, and predictive of behaviour}
18 %
19 \draw[>=latex,->,color=black!55,thick,line width=1pt] (A) -- (B);
20 \draw[>=latex,->,color=black!55,thick,line width=1pt] (B) --node[color=black,midway,right,xshift=0cm,yshift=0mm] {\textcolor{purple}{If} yes} (C);
21 \draw[>=latex,->,color=black!55,thick,line width=1pt] (C) --node[color=black,midway,right,xshift=0cm,yshift=0mm] {\textcolor{purple}{If} yes} (D);
22 \draw[>=latex,->,color=black!55,thick,line width=1pt] (D1.south) --node[color=black,midway,right,xshift=0cm,yshift=0mm] {\textcolor{purple}{If} yes} ($ (E.north)+(-1.5,0)$);
23 \draw[>=latex,->,color=black!55,thick,line width=1pt] (D2.south) --node[color=black,midway,right,xshift=0cm,yshift=0mm] {\textcolor{purple}{If} yes} ($ (E.north)+(1.5,0)$);
24 \draw[>=latex,->,color=black!55,thick,line width=1pt] ($ (E.south)+(-1.5,0)$) --node[align=left,color=black,midway,right,xshift=0cm,yshift=0mm] {\textcolor{purple}{If} yes\\[-.2em]} (faviou);
25 \draw[>=latex,->,color=black!55,thick,line width=1pt] ($ (E.south)+(1.5,0)$) --node[align=left,color=black,midway,right,xshift=0cm,yshift=0mm] {\textcolor{purple}{If} yes\\[-.2em]} (unfavo);
26 %right col
27 \draw[>=latex,->,color=black!55,thick,line width=1pt] ($ (RA.west)+(0,-.69)$) --node[color=black,midway,below,xshift=-.1cm,yshift=0mm] {\textcolor{purple}{If} no} ($ (B.east)+(0,.5)$);
28 \draw[>=latex,->,color=black!55,thick,line width=1pt] (RC) --node[color=black,midway,above,left,xshift=.1cm,yshift=-1mm] {\textcolor{purple}{If} yes} (RA);
29 \draw[>=latex,->,color=black!55,thick,line width=1pt] (B.east) --(RC.west);
30 \draw[>=latex,->,color=black!55,thick,line width=1pt] (C.east) --node[color=black,midway,above,xshift=-.1cm,yshift=-1mm] {\textcolor{purple}{If} no} (RC.west);
31 \draw[>=latex,->,color=black!55,thick,line width=1pt] (RC) --node[color=black,midway,left,xshift=0cm,yshift=0mm] {\textcolor{purple}{If} no} (RD);
32 \draw[>=latex,->,color=black!55,thick,line width=1pt] ($ (D2.east)+(0,.3)$) --node[color=black,midway,above,xshift=0cm,yshift=-1mm] {\textcolor{purple}{If} no} (RD);
33 \draw[>=latex,->,color=black!55,thick,line width=1pt] (E.east) -- ++(7,0) --node[color=black,midway,above,xshift=-6.2cm,yshift=-4.2cm] {\textcolor{purple}{If} yes} ++(0,8.29) -- (RC.east)
34 \end{tikzpicture}
35 \caption{The elaboration-likelihood model of persuasion and information processing (Petty et al., 2002:166)}
36 \label{fig:modpip}
37 \end{figure}

```

# An Ugly and Awful Figure

The Output:

**Figure 14.1:** The narrative logic of the romance (Radway, 1984:150)

The codes:

```

1 \tikzset{three sided/.style={
2   draw=none,
3   append after command={
4     [shorten <= -0.5\pgflinewidth]

```

```

5   ([shift={(-1.5\pgflinewidth,-0.5\pgflinewidth)}]\tikzlastnode.north east)
6   edge([shift={( 0.5\pgflinewidth,-0.5\pgflinewidth)}]\tikzlastnode.north west)
7   ([shift={( 0.5\pgflinewidth,-0.5\pgflinewidth)}]\tikzlastnode.north west)
8   edge([shift={( 0.5\pgflinewidth,+0.5\pgflinewidth)}]\tikzlastnode.south west)
9   ([shift={( 0.5\pgflinewidth,+0.5\pgflinewidth)}]\tikzlastnode.south west)
10  edge([shift={(-1.0\pgflinewidth,+0.5\pgflinewidth)}]\tikzlastnode.south east)
11 }
12 }
13 }
14 \begin{figure}[htbp]
15 \centering
16 \begin{tikzpicture}[thick, inner sep=0pt]
17 \linespread{.7}\%行距
18 \node [three sided,minimum height=20cm,minimum width=6cm,] (1) at (0,0) {};
19 \node [text width=6cm,yshift=10cm,xshift=6cm] at (1) {\footnotesize \textbf{1.} The heroine's social identity is thrown into question};
20 \node [three sided,minimum height=18.5cm,minimum width=5cm,xshift=-2.5cm] (2) at (1.east) {};
21 \node [text width=6cm,yshift=0.25cm,xshift=6cm] at (1) {\footnotesize \textbf{2.} The heroine reacts antagonistically to an aristocratic male};
22 \node [three sided,minimum height=16.5cm,minimum width=4cm,xshift=-2cm] (3) at (1.east) {};
23 \node [text width=6cm,yshift=8.25cm,xshift=6cm] at (1) {\footnotesize \textbf{3.} The aristocratic male responds ambiguously to the heroine};
24 \node [three sided,minimum height=15cm,minimum width=3cm,xshift=-1.5cm] (4) at (1.east) {};
25 \node [text width=7cm,yshift=7.5cm,xshift=6.5cm] at (1) {\footnotesize \textbf{4.} The heroine interprets the hero's behaviour as evidence of a purely sexual interest};
26 \node [three sided,minimum height=13.5cm,minimum width=2cm,xshift=-1cm] (5) at (1.east) {};
27 \node [text width=6cm,yshift=6.75cm,xshift=6cm] at (1) {\footnotesize \textbf{5.} The heroine responds to the hero's behaviour with anger or coldness};
28 \node [three sided,minimum height=12cm,minimum width=1cm,xshift=-.5cm] (6) at (1.east) {};
29 \node [text width=8cm,yshift=6cm,xshift=7cm] at (1) {\footnotesize \textbf{6.} The hero retaliates by punishing the heroine};
30 \node [text width=6cm,xshift=6cm] at (1) {\footnotesize \textbf{7.} The heroine and hero are physically and/or emotionally separated};
31 \node [text width=6cm,yshift=-6cm,xshift=6cm] at (1) {\footnotesize \textbf{8.} The hero treats the heroine tenderly};
32 \node [text width=6cm,yshift=-6.75cm,xshift=6cm] at (1) {\footnotesize \textbf{9.} The heroine responds warmly to the hero's act of tenderness};
33 \node [text width=8cm,yshift=-7.5cm,xshift=7cm] at (1) {\footnotesize \textbf{10.} The heroine reinterprets the hero's ambiguous behaviour as the product of previous };
34 \node [text width=8cm,yshift=-8.5cm,xshift=7cm] at (1) {\footnotesize \textbf{11.} The hero proposes/openly declares his love for/demonstrates his unwavering commitme};
35 \node [text width=6cm,yshift=-9.4cm,xshift=6cm] at (1) {\footnotesize \textbf{12.} The heroine responds sexually and emotionally to the hero};
36 \node [text width=8cm,yshift=-10cm,xshift=7cm] at (1) {\footnotesize \textbf{13.} The heroine's identity is restored};
37 \draw[>=latex,->,dashed,color=blue!55,thick,line width=2pt] ($(6.north east)+(-1,-3)$) -- +(5,0) --node[color=black,midway,above,xshift=-2.5cm,yshift=-.5cm] {\parbox{1cm}{\tiny \textbf{14.} The narrative logic of the romance (Radway, 1984:150)}}
38 \end{tikzpicture}
39 \caption{The narrative logic of the romance (Radway, 1984:150)}
40 \label{fig:tnlrom}
41 \end{figure}

```

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