

Audiences A Sociological Theory Of Performance And Imagination

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Impacting Theatre Audiences - Dani Snyder-Young 2022-03-03

This edited collection explores methods for conducting critical empirical research examining the potential impacts of theatrical events on audience members. Dani Snyder-Young and Matt Omasta present an overview of the burgeoning subfield of audience studies in theatre and performance studies, followed by an introduction to the wide range of ways scholars can study the experiences of spectators. Consisting of chapter-length case studies, the book addresses methodologies for examining spectatorship, including qualitative, quantitative, historical/historiographic, arts-based, participatory, and mixed methods approaches. This volume will be of great interest to theatre and performance studies scholars as well as industry professionals working in marketing, audience development, and community engagement.

Theatre Audiences - Susan Bennett 2013-09-13

Susan Bennett's highly successful Theatre Audiences is a unique full-length study of the audience as cultural phenomenon, which looks at both theories of spectatorship and the practice of different theatres and their audiences. Published here in a brand new updated edition, Theatre Audiences now includes: • a new preface by the author • a stunning extra chapter on intercultural theatre • a revised up-to-date bibliography. Theatre Audiences is a must-buy for teachers and students

interested in spectatorship and theatre audiences, and will be valuable reading for practitioners and others involved in the theatre.

Engaging Audiences - B. McConachie 2008-11-24

Engaging Audiences asks what cognitive science can teach scholars of theatre studies about spectator response in the theatre. Bruce McConachie introduces insights from neuroscience and evolutionary theory to examine the dynamics of conscious attention, empathy and memory in theatre goers.

Valuing Historic Environments - John Pendlebury 2016-02-17

This volume brings together an interdisciplinary team of leading scholars to discuss frameworks of value in relation to the preservation of historic environments. Starting from the premise that heritage values are culturally and historically constructed, the book examines the effects of pluralist frameworks of value on how preservation is conceived. It questions the social and economic consequences of constructions of value and how to balance a responsive, democratic conception of heritage with the pressure to deliver on social and economic objectives. It also describes the practicalities of managing the uncertainty and fluidity of the widely varying conceptions of heritage.

The Book of Mormon: A Very Short Introduction - Terryl L. Givens 2009-08-31

With over 140 million copies in print, and serving as the principal proselytizing tool of one of the world's fastest growing faiths, the Book of Mormon is undoubtedly one of the most influential religious texts produced in the western world. Written by Terryl Givens, a leading authority on Mormonism, this compact volume offers the only concise, accessible introduction to this extraordinary work. Givens examines the Book of Mormon first and foremost in terms of the claims that its narrators make for its historical genesis, its purpose as a sacred text, and its meaning for an audience which shifts over the course of the history it unfolds. The author traces five governing themes in particular--revelation, Christ, Zion, scripture, and covenant--and analyzes the Book's central doctrines and teachings. Some of these resonate with familiar nineteenth-century religious preoccupations; others consist of radical and unexpected takes on topics from the fall of Man to Christ's mortal ministries and the meaning of atonement. Givens also provides samples of a cast of characters that number in the hundreds, and analyzes representative passages from a work that encompasses tragedy, poetry, sermons, visions, family histories and military chronicles. Finally, this introduction surveys the contested origins and production of a work held by millions to be scripture, and reviews the scholarly debates that address questions of the record's historicity. Here then is an accessible guide to what is, by any measure, an indispensable key to understanding Mormonism. But it is also an introduction to a compelling and complex text that is too often overshadowed by the controversies that surround it.

Media Audiences - John L. Sullivan 2012-10-23

Despite the widespread use of the term "audience" in our popular culture, the meaning of "audience" is complex, and it has undergone significant historical shifts over time. *Media Audiences* explores the

concept of media audiences from four broad perspectives, as "victims" of mass media, as market constructions and commodities, as users of media, and as producers and subcultures of mass media.

Illuminating Social Life - Peter Kivisto 2011

Illuminating Social Life has enjoyed increasing popularity with each edition. It is the only book designed for undergraduate teaching that shows today's students how classical and contemporary social theories can be used to shed new light on such topics as the internet, the world of work, fast food restaurants, shopping malls, alcohol use, body building, sales and service, and new religious movements. A perfect complement for the sociological theory course, it offers 13 original essays by leading scholars in the field who are also experienced undergraduate theory teachers. Substantial introductions by the editor link the applied essays to a complete review of the classical and modern social theories used in the book.

Shared Fantasy - Gary Alan Fine 2002-08-14

This classic study still provides one of the most acute descriptions available of an often misunderstood subculture: that of fantasy role playing games like *Dungeons & Dragons*. Gary Alan Fine immerses himself in several different gaming systems, offering insightful details on the nature of the games and the patterns of interaction among players—as well as their reasons for playing.

Audience as Performer - Caroline Heim 2015-07-30

'Actors always talk about what the audience does. I don't understand, we are just sitting here.' *Audience as Performer* proposes that in the theatre, there are two troupes of performers: the actors and the audience.

Although academics have scrutinised how audiences respond, make meaning and co-create while watching a performance, little research has considered the behaviour of the theatre audience as a performance in and of itself. This insightful book describes how an audience performs through its myriad gestural, vocal and paralingual actions, and considers the following questions: If the audience are performers, who are their audiences? How have audiences' roles changed throughout history? How do talkbacks and technology influence the audience's role as critics?

What influence does the audience have on the creation of community in theatre? How can the audience function as both consumer and co-creator? Drawing from over 140 interviews with audience members, actors and ushers in the UK, USA and Australia, Heim reveals the lived experience of audience members at the theatrical event. It is a fresh reading of mainstream audiences' activities, bringing their voices to the fore and exploring their emerging new roles in the theatre of the Twenty-First Century.

Popular Music and Society - Brian Longhurst 2007-05-07

This new edition of *Popular Music and Society*, fully revised and updated, continues to pioneer an approach to the study of popular music that is informed by wider debates in sociology and media and cultural studies. Astute and accessible, it continues to set the agenda for research and teaching in this area. The textbook begins by examining the ways in which popular music is produced, before moving on to explore its structure as text and the ways in which audiences understand and use music. Packed with examples and data on the contemporary production and consumption of popular music, the book also includes overviews and critiques of theoretical approaches to this exciting area of study and outlines the most important empirical studies which have shaped the discipline. Topics covered include:

- The contemporary organisation of the music industry;
- The effects of technological change on production;
- The history and politics of popular music;
- Gender, sexuality and ethnicity;
- Subcultures;
- Fans and music celebrities.

For this new edition, two whole new chapters have been added: on performance and the body, and on the very latest ways of thinking about audiences and the spaces and places of music consumption. This second edition of *Popular Music and Society* will continue to be required reading for students of the sociology of culture, media and communication studies, and popular culture.

Understanding Audiences - Andy Ruddock 2000-12-05

The history of audience research tells us that the relationship between the media and viewers, readers and listeners is complex and requires multiple methods of analysis. In *Understanding Audiences*, Andy

Ruddock introduces students to the range of quantitative and qualitative methods and invites his readers to consider the merits of both.

Understanding Audiences: demonstrates how - practically - to investigate media power; places audience research - from early mass communication models to cultural studies approaches - in their historical and epistemological context; explores the relationship between theory and method; concludes with a consideration of the long-running debate on media effects; includes exercises which invite readers to engage with the practical difficulties of conducting social research.

Audiences - Nicholas Abercrombie 1998-06-18

'This book is worth reading for a number of reasons. It is the first introductory work of critical audience research that suggests how we can study the connection of media consumption in general with every day life, and it also goes beyond its competitors in showing how postmodern thinking can help us in the analysis of a "whole way of life" - *Journal of Communication*. Audiences are problematic and the study of audiences has represented a key site of activity in the social sciences and humanities. Offering a timely review of the past 50 years of theoretical and methodological debate *Audiences* argues the case for a paradigmatic shift in audience research. This shift, argue the authors, is necessitated by the emergence of the 'diffused audience'. Audience experience can no longer be simply classified as 'simple' or 'mass', for in modern advanced capitalist societies, people are members of an audience all the time. Being a member of an audience is no longer an exceptional event, nor even an everyday event, rather it is constitutive of everyday life. This book offers an invaluable review of the literature and a new point of departure for audience research.

Logics of Organization Theory - Michael T. Hannan 2012-01-09

Building theories of organizations is challenging: theories are partial and "folk" categories are fuzzy. The commonly used tools--first-order logic and its foundational set theory--are ill-suited for handling these complications. Here, three leading authorities rethink organization theory. *Logics of Organization Theory* sets forth and applies a new language for theory building based on a nonmonotonic logic and fuzzy

set theory. In doing so, not only does it mark a major advance in organizational theory, but it also draws lessons for theory building elsewhere in the social sciences. Organizational research typically analyzes organizations in categories such as "bank," "hospital," or "university." These categories have been treated as crisp analytical constructs designed by researchers. But sociologists increasingly view categories as constructed by audiences. This book builds on cognitive psychology and anthropology to develop an audience-based theory of organizational categories. It applies this framework and the new language of theory building to organizational ecology. It reconstructs and integrates four central theory fragments, and in so doing reveals unexpected connections and new insights.

Globalization and Belonging - Mike Savage 2005

Drawing on long-term empirical research into cultural practices, lifestyles and identities, *Globalization and Belonging* explores how far-reaching global changes are articulated locally. The authors address key sociological issues of stratification as analysis alongside 'cultural' issues of identity, difference, choice and lifestyle. Their original argument: Shows how globalisation theory conceives of the 'local' ; reveals that people have a sense of elective belonging based on where they choose to put down roots. Suggests that the feel of a place is much more strongly influenced by the values and lifestyles of those migrating to it ; reinvigorates debates in urban and community studies by recovering the 'local' as an intrinsic aspect of globalization.

A Companion to New Media Dynamics - John Hartley 2015-06-02

A Companion to New Media Dynamics presents a state-of-the-art collection of multidisciplinary readings that examine the origins, evolution, and cultural underpinnings of the media of the digital age in terms of dynamic change Presents a state-of-the-art collection of original readings relating to new media in terms of dynamic change Features interdisciplinary contributions encompassing the sciences, social sciences, humanities and creative arts Addresses a wide range of issues from the ownership and regulation of new media to their form and cultural uses Provides readers with a glimpse of new media dynamics at

three levels of scale: the 'macro' or system level; the 'meso' or institutional level; and 'micro' or agency level

Understanding Stuart Hall - Helen Davis 2004-04-10

Tracing the development of one of the most influential and respected figures within cultural studies, Helen Davis focuses on Stuart Hall's writings over a period of nearly 50 years, offering students and academics a cogent and exploratory route through complex and overlapping areas of analysis.

Running with the Devil - Robert Walser 2014-10-16

Dismissed by critics and academics, condemned by parents and politicians, and fervently embraced by legions of fans, heavy metal music continues to attract and embody cultural conflicts that are central to society. In *Running with the Devil*, Robert Walser explores how and why heavy metal works, both musically and socially, and at the same time uses metal to investigate contemporary formations of identity, community, gender, and power. This edition includes a new foreword by Harris M. Berger contextualizing the work and a new afterword by the author. Ebook Edition Note: Ebook edition note: all photographs (16) have been redacted.

Audiences and Publics - Sonia M. Livingstone 2005

In today's thoroughly mass-mediated world, audiences and publics are, of course, composed of the same people. Yet social science traditionally treats them quite differently. Indeed, it is commonplace to define audiences in opposition to the public: in both popular and elite discourses, audiences are denigrated as trivial, passive, individualised, while publics are valued as active, critically engaged and politically significant.

A Discourse of Wonders - Stephen M. Wheeler 1999-05-13

Wheeler proposes instead that Ovid represents himself in the poem as an epic storyteller moved to tell a universal history of metamorphosis in the presence of a fictional audience.

Radical Media - John D. H. Downing 2000-08-18

This is an entirely new edition of the author's 1984 study (originally published by South End Press) of radical media and movements. The first

and second sections are original to this new edition. The first section explores social and cultural theory in order to argue that radical media should be a central part of our understanding of media in history. The second section weaves an historical and international tapestry of radical media to illustrate their centrality and diversity, from dance and graffiti to video and the internet and from satirical prints and street theatre to culture-jamming, subversive song, performance art and underground radio. The section also includes consideration of ultra-rightist media as a key contrast case. The book's third section provides detailed case studies of the anti-fascist media explosion of 1974-75 in Portugal, Italy's long-running radical media, radio and access video in the USA, and illegal media in the dissolution of the former Soviet bloc dictatorships.

Imagined Audiences - Jacob L. Nelson 2021-02-15

Many believe the solution to ongoing crises in the news industry--including profound financial instability and public distrust--is for journalists to improve their relationship with their audiences. This raises important questions: How do journalists conceptualize their audiences in the first place? What is the connection between what journalists think about their audiences and what they do to reach them? Perhaps most importantly, how aligned are these "imagined" audiences with the real ones? *Imagined Audiences* draws on ethnographic case studies of three news organizations to reveal how journalists' assumptions about their audiences shape their approaches to their audiences. Jacob L. Nelson examines the role that audiences have traditionally played in journalism, how that role has changed, and what those changes mean for both the profession and the public. He concludes by drawing on audience studies research to compare journalism's "imagined" audiences with actual observations of news audience behavior. The result is a comprehensive study of both news production and reception at a moment when the relationship between the two has grown more important than ever before.

Music and the Broadcast Experience - Christina L. Baade 2016

How can broadcasting help us understanding music and its cultural role, both historically and today? To answer this question, 'Music and the

Broadcast Experience' brings together fourteen leading music and media scholars, who explore how music and broadcasting have developed together throughout the twentieth and into the twenty-first centuries.

Understanding Media Economics - Gillian Doyle 2002-05-24

'This book provides an extremely well written and informative introduction to the subject of media economics, characterized by clarity in the explanation of concepts or frameworks and by a balanced discussion for the respective positions in areas of debate' - Paul MacDonald, Roehampton Institute *Understanding Media Economics* provides a clear, precise introduction to the key economic concepts and issues affecting the media. The book: explains the fundamental concepts relevant to the study of media economics; considers the key industrial questions facing the media industries today; relates economic theory to business practice; covers a wide range of media activity - advertising, television, film, print media, and new media; and looks at the impact of economics on public policy. *Understanding Media Economics* offers a stimulating perspective on the contemporary media environment. This book will be an essential purchase for all students of the media and mass communication.

How Plays Work - Martin Meisel 2007-06-28

"Meisel begins with a look at matters often taken for granted in coding and convention, and then - under 'Beginnings' - at what is entailed in establishing and entering the invented world of the play. Each succeeding chapter is a gesture at enlarging the scope. The final chapters explore ways in which both the drive for significant understanding and the appetite for wonder can and do find satisfaction and delight." "Cultivated in tone and jargon-free, *How Plays Work* is illuminated by dozens of judiciously chosen examples from western drama - from classical Greek dramatists to contemporary playwrights, both canonical and relatively obscure. It will appeal as much to the serious student of the theatre as to the playgoer who likes to read a play before seeing it performed."--BOOK JACKET.

Theatre and Audience - Lois Weaver 2017-09-16

What does theatre do for - and to - those who witness, watch, and

participate in it? Theatre & Audience provides a provocative overview of the questions raised by theatrical encounters between performers and audiences. Focusing on European and North American theatre and its audiences in the twentieth and twenty-first centuries, it explores belief in theatre's potential to influence, impact and transform. Illustrated by examples of performance which have sought to generate active audience involvement - from Brecht's epic theatre to the Blue Man Group - it seeks to unsettle any simple equation between audience participation and empowerment. Foreword by Lois Weaver.

Actors and Audiences - Caroline Heim 2020-04-14

Actors and Audiences explores the exchanges between those on and off the stage that fill the atmosphere with energy and vitality. Caroline Heim utilises the concept of "electric air" to describe this phenomenon and discuss the charge of emotional electricity that heightens the audience's senses in the theatre. In order to understand this electric air, Heim draws from in-depth interviews with 79 professional audience members and 22 international stage and screen actors in the United Kingdom, United States, France and Germany. Tapping into the growing interest in empirical studies of the audience, this book documents experiences from three productions - The Encounter, Heisenberg and Hunger. Peer Gynt - to describe the nature of these conversations. The interviews disclose essential elements: transference, identification, projection, double consciousness, presence, stage fright and the suspension of disbelief. Ultimately Heim reveals that the heart of theatre is the relationship between those on- and off-stage, the way in which emotions and words create psychological conversations that pass through the fourth wall into an "in-between space," and the resulting electric air. A fascinating introduction to a unique subject, this book provides a close examination of actor and audience perspectives, which is essential reading for students and academics of Theatre, Performance and Audience Studies.

Studying Audiences - Virginia Nightingale 1996

First Published in 1996. Routledge is an imprint of Taylor & Francis, an informa company.

Encyclopedia of Communication Theory - Stephen W. Littlejohn

2009-08-18

With more than 300 entries, these two volumes provide a one-stop source for a comprehensive overview of communication theory, offering current descriptions of theories as well as the background issues and concepts that comprise these theories. This is the first resource to summarize, in one place, the diversity of theory in the communication field. Key Themes Applications and Contexts Critical Orientations Cultural Orientations Cybernetic and Systems Orientations Feminist Orientations Group and Organizational Concepts Information, Media, and Communication Technology International and Global Concepts Interpersonal Concepts Non-Western Orientations Paradigms, Traditions, and Schools Philosophical Orientations Psycho-Cognitive Orientations Rhetorical Orientations Semiotic, Linguistic, and Discursive Orientations Social/Interactional Orientations Theory, Metatheory, Methodology, and Inquiry

Audience Engagement in the Performing Arts - Ben Walmsley 2019-09-11

This book explores the concept of audience engagement from a number of complementary perspectives, including cultural value, arts marketing, co-creation and digital engagement. It offers a critical review of the existing literature on audience research and engagement, and provides an overview of established and emerging methodologies deployed to undertake research with audiences. The book focusses on the performing arts, but draws from a rich diversity of academic fields to make the case for a radically interdisciplinary approach to audience research. The book's underlying thesis is that at the heart of audience research there is a mutual exchange of value wherein audiences ideally play the role of strategic partners in the mission fulfilment of arts organisations. Illustrating how audiences have traditionally been side-lined, homogenised and vilified, it contends that the future paradigm of audience studies should be based on an engagement model, wherein audiences take their rightful place as subjects rather than objects of empirical research.

The SAGE Handbook of Performance Studies - Judith A. Hamera 2006
Publisher description

Audiences - Nicholas Abercrombie 1998-06-18

Audiences are problematic and the study of audiences has represented a key site of activity in the social sciences and humanities. Offering a timely review of the past 50 years of theoretical and methodological debate *Audiences* argues the case for a paradigmatic shift in audience research. This shift, argue the authors, is necessitated by the emergence of the 'diffused audience'. Audience experience can no longer be simply classified as 'simple' or 'mass', for in modern advanced capitalist societies, people are members of an audience all the time. Being a member of an audience is no longer an exceptional event, nor even an everyday event, rather it is constitutive of everyday life. This book offers an invaluable rev

Shakespeare's Audiences - Matteo Pangallo 2021-03-29

Shakespeare wrote for a theater in which the audience was understood to be, and at times invited to be, active and participatory. How have Shakespeare's audiences, from the sixteenth century to the present, responded to that invitation? In what ways have consumers across different cultural contexts, periods, and platforms engaged with the performance of Shakespeare's plays? What are some of the different approaches taken by scholars today in thinking about the role of Shakespeare's audiences and their relationship to performance? The chapters in this collection use a variety of methods and approaches to explore the global history of audience experience of Shakespearean performance in theater, film, radio, and digital media. The approaches that these contributors take look at Shakespeare's audiences through a variety of lenses, including theater history, dramaturgy, film studies, fan studies, popular culture, and performance. Together, they provide both close studies of particular moments in the history of Shakespeare's audiences and a broader understanding of the various, often complex, connections between and among those audiences across the long history of Shakespearean performance.

The Presentation of Self in Everyday Life - Erving Goffman 1999-01

The Cambridge Companion to Performance Studies - Tracy C. Davis

2008-11-13

Since the turn of the century, Performance Studies has emerged as an increasingly vibrant discipline. Its concerns - embodiment, ethical research and social change - are held in common with many other fields, however a unique combination of methods and applications is used in exploration of the discipline. Bridging live art practices - theatre, performance art and dance - with technological media, and social sciences with humanities, it is truly hybrid and experimental in its techniques. This Companion brings together specially commissioned essays from leading scholars who reflect on their own experiences in Performance Studies and the possibilities this offers to representations of identity, self-and-other, and communities. Theories which have been absorbed into the field are applied to compelling topics in current academic, artistic and community settings. The collection is designed to reflect the diversity of outlooks and provide a guide for students as well as scholars seeking a perspective on research trends.

Media Audiences - Marie Gillespie 2005

Visit the Understanding Media series microsite. → This book provides a comprehensive, up-to-date overview of research and debate about media audiences, written by some of the leading scholars in the field. It covers a wide range of media genres, from TV news to soaps and reality shows, as well as addressing broader issues, for example to do with globalisation, the social contexts of media use and the power of the media. This is a state-of-the-art textbook, which provides students with the critical tools they need in order to evaluate existing research, and to undertake their own. → David Buckingham, Institute of Education, London → The book is important for the broad understanding of media audiences it provides, and for the richness of the learning experience available through the activities and reading extracts that guide the student experience. It is an excellent introduction to the history and traditions of audience research. → Virginia Nightingale, University of Western Sydney, Australia This book offers an engaging and accessible introduction to key debates in audience studies, drawing on a range of historical, contemporary and cross-cultural case studies. The book

includes chapters on: different approaches to researching audiences and how they link to policy and political agendas; how media technologies shape our sensory and social experience; how the media address us as media publics and affect democratic processes; what ethnographic approaches tell us about audiences in different parts of the world; how new forms of interactivity and mobility shift the relations of power between media consumers and producers. The authors take students through these and other topics, using readings from key research and providing carefully designed student activities. Case studies range from the sensational experiences of early twentieth-century film audiences to the activities of reality TV viewers, from the audiences for Indian religious epics to Israeli news viewersâ" interpretations of news about Palestine.

Legitimacy in Global Governance - Jonas Tallberg 2018-09-20

Legitimacy is central for the capacity of global governance institutions to address problems such as climate change, trade protectionism, and human rights abuses. However, despite legitimacy's importance for global governance, its workings remain poorly understood. That is the core concern of this volume: to develop an agenda for systematic and comparative research on legitimacy in global governance. In complementary fashion, the chapters address different aspects of the overarching question: whether, why, how, and with what consequences global governance institutions gain, sustain, and lose legitimacy? The volume makes four specific contributions. First, it argues for a sociological approach to legitimacy, centered on perceptions of legitimate global governance among affected audiences. Second, it moves beyond the traditional focus on states as the principal audience for legitimacy in global governance and considers a full spectrum of actors from governments to citizens. Third, it advocates a comparative approach to the study of legitimacy in global governance, and suggests strategies for comparison across institutions, issue areas, countries, societal groups, and time. Fourth, the volume offers the most comprehensive treatment so far of the sociological legitimacy of global governance, covering three broad analytical themes: (1) sources of

legitimacy, (2) processes of legitimation and delegitimation, and (3) consequences of legitimacy.

Asking the Audience - Adair Rounthwaite 2017-02-21

The 1980s was a critical decade in shaping today's art production. While newly visible work concerned with power and identity hinted at a shift toward multiculturalism, the '80s were also a time of social conservatism that resulted in substantial changes in arts funding. In *Asking the Audience*, Adair Rounthwaite uses this context to analyze the rising popularity of audience participation in American art during this important decade. Rounthwaite explores two seminal and interrelated art projects sponsored by the Dia Art Foundation in New York: Group Material's *Democracy* and Martha Rosler's *If You Lived Here....* These projects married issues of social activism—such as homelessness and the AIDS crisis—with various forms of public participation, setting the precedent for the high-profile participatory practices currently dominating global contemporary art. Rounthwaite draws on diverse archival images, audio recordings, and more than thirty new interviews to analyze the live affective dynamics to which the projects gave rise. Seeking to foreground the audience experience in understanding the social context of participatory art, she argues that affect is key to the audience's ability to exercise agency within the participatory artwork. From artists and audiences to institutions, funders, and critics, *Asking the Audience* traces the networks that participatory art creates between various agents, demonstrating how, since the 1980s, leftist political engagement has become a cornerstone of the institutionalized consumption of contemporary art.

Audience Analysis - Denis McQuail 1997-07-28

Denis McQuail provides a coherent and succinct account of the concept of "media audience" in terms of its history and its place in present-day media theory and research. McQuail describes and explains the main types of audience and the main traditions and fields of audience research. *Audience Analysis* explains the contrast between social scientific and humanistic approaches and gives due weight to the view "from the audience" as well as the view "from the media." McQuail

summarizes key research findings and assesses the impact of new media developments, especially transnationalization and new interactive technology. The book concludes with an evaluation of the continued relevance of the audience concept under conditions of rapid m

The Penguin Dictionary of Media Studies - Nicholas Abercrombie 2007

'The Penguin Dictionary of Media Studies' gives the definitive overview of this huge area, covering print, digital and broadcast media, as well as the theories, technicalities and key figures involved.

Television and New Media Audiences - Ellen Seiter 1998-12-17

Why is talk about television forbidden at certain schools? Why does a mother feel guilty about watching Star Trek in front of her four-year-old child? Why would retired men turn to daytime soap operas for

entertainment? Cliches about television mask the complexity of our relationship to media technologies. Through case studies, the author explains what audience research tells us about the uses of technologies in the domestic sphere and the classroom, the relationship between gender and genre, and the varied interpretation of media technologies and media forms. *Television and New Media Audiences* reviews the most important research on television audiences and recommends the use of ethnographic, longitudinal methods for the study of media consumption and computer use at home as well as in the workplace. The book discusses reactions of audiences to many internationally known television programmes including *The Flintstones*, *The Jetsons*, *Street Fighter*, *Mighty Morphin Power Rangers*, *X-Men*, *Sesame Street*, *Dallas*, *Star Trek*, *The Cosby Show*, *Teenage Mutant Ninja Turtles*, *National Geographic*, etc.