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Television and its Audience is a landmark work. It represents the first thorough and comprehensive statement of what may come to be called `revisionist' communications prognostication. The past decades have seen numerous projections of revolutionary changes in the communications environment, and especially in television.

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Television and its Audience aims to do this for students, teachers, practitioners, and interested members of the public. It draws mostly on research from the USA and Britain, with some results from other countries. The book summarizes technical work in a non-technical style.

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Television & New Media (TVNM), explores the fields of television and new media studies as they focus on the historical, ethnographic, political-economic, technological, and textual dimensions of media in social contexts. With eight issues annually, TVNM engages with critical and interdisciplinary research in areas including audiences and consumers; authors and producers; cultural history and ...

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For the past 15 years, the American Academy of Pediatrics (AAP) has expressed its concerns about the amount of time children and adolescents spend viewing television and the content of what they view. 1 According to recent Nielsen Media Research data, the average child or adolescent watches an average of nearly 3 hours of television per day. 2 This figure does not include time spent watching ...

~~Children, Adolescents, and Television | American Academy ...~~

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This is a wide-ranging and informative comparison of television journalism and news in the United Kingdom and the United States. It includes valuable information from both countries on the role of TV news in television culture, the history of radio and television, the development of TV news, the changing political and economic environments for TV journalism, changing news values, profiles and ...

~~Television Journalism | SAGE Publications Ltd~~

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. ... McQuail, D 1997, Audience analysis, SAGE Publications ...

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Television & New Media is an international journal showcasing key intellectual developments in television and new media studies. ... • audience and production ethnography • media technologies, platforms, and infrastructures ... SAGE Business Cases Real-world cases at your fingertips opens in new tab;

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In this article, the author focuses on Big Brother in relation to audience attraction. I outline the context of factual entertainment and its audience, and the specific experience of watching Big Brother. Seen in relation to factual entertainment as a whole, Big Brother is one of the least popular examples of “ documentary as diversion. ”

~~Big Brother: The Real Audience—Annette Hill, 2002~~

Television and its Audience has a number of outstanding features. It is international in scope, and this is unusual. It nevertheless is continually pertinent to the American circumstance. It is one of the few books to examine television with audience behavior as its principal concern.

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