

Consuming Television: Television and its Audiences

Bob Mullan



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"Consuming Television" is a textbook designed to introduce students to the role of television in contemporary society and to encourage an understanding of what contemporary audiences are all about. Written clearly and simply, and devoid of jargon Covers both the empirical and theoretical ground in a lively manner Unlike most books on the television audience, this volume looks at the programmes themselves, as well as the production process (including policies which affect television production)



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