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Sommario/riassunto	Television is a central dimension in our everyday lives and yet its meaning and its potency varies according to our individual circumstances, mediated by the social and cultural worlds which we inhabit. In this fascinating book, Roger Silverstone explores the enigma of television and how it has found its way so profoundly and intimately into the fabric of our everyday lives. His investigation, of great significance to those with a personal or professional interest in media, film and television studies, unravels its emotional and cognitive, spatial, temporal and political significan