

1. Record Nr.	UNINA9910172260503321
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Titolo	Television, audiences, and cultural studies // David Morley
Pubbl/distr/stampa	London ; ; New York, : Routledge, 1992
ISBN	1-134-93768-7 1-138-17301-0 1-134-93769-5 1-280-05629-0 0-203-39835-1
Descrizione fisica	1 online resource (331 p.)
Disciplina	302.23/45 302.2345
Soggetti	Television broadcasting - Social aspects Television viewers - Research
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. [297]-311) and index.
Nota di contenuto	Book Cover; Title; Contents; Acknowledgements; Introduction; Theoretical frameworks; Television audience research: a critical history; Psychoanalytic theories: texts, readers and subjects; Class, ideology and interpretation; Interpreting television: the Nationwide audience; The 'Nationwide' Audience: a critical postscript; Gender, domestic leisure and viewing practices; Research development: from 'decoding' to viewing context; The gendered framework of family viewing; From Family Television to a sociology of media consumption; Methodological issues Towards an ethnography of the television audience Television, technology and consumption; Domestic communication: technologies and meanings (with Roger Silverstone); The consumption of television as a commodity; Private worlds and gendered technologies; Between the private and the public; The construction of everyday life: political communication and domestic media; Where the global meets the local: notes from the sitting-room; Notes; Bibliography; Index
Sommario/riassunto	Television, Audiences and Cultural Studies presents a multi-faceted exploration of audience research, in which David Morley draws on a

rich body of empirical work to examine the emergence, development and future of television audience research. In addition to providing an introductory overview from a cultural studies perspective, David Morley questions how class and cultural differences can affect how we interpret television, the significance of gender in the dynamics of domestic media consumption, how the media construct the 'national family', and how small-scale ethnographic stu

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